MAY 19, 1958 THIRTY-FIVE CENTS

27TH YEAR

# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

Oversight subcommittee setting sights on tv licenses Page 35

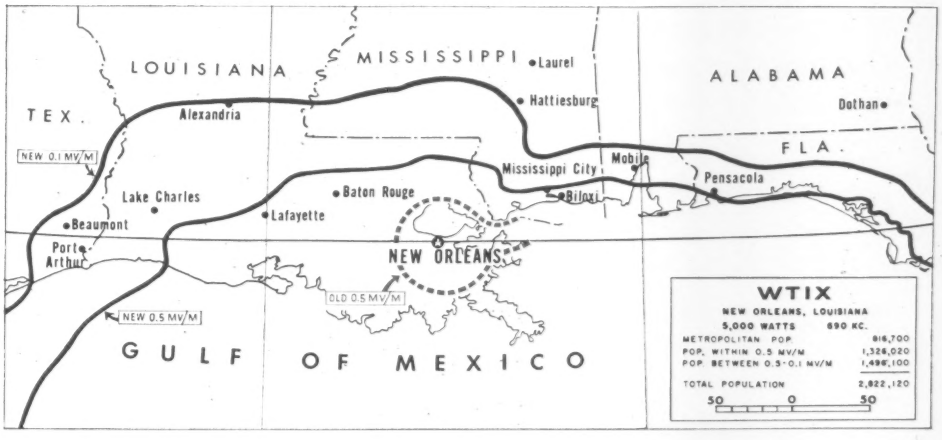
Tv's global role discussed at international ad meeting Page 37

Kudner's Kahn offers primer on film commercial production Page 52

Caesar puts down scepter: AFM's Petrillo to end long reign Page 66

**NOW!** *The New Orleans radio station with 32.2% of the audience*—**WTIX**—*is*

**20 times more powerful**




## with 5,000 watts on 690 kc.

It happened May 7th, at 6 p.m. WTIX took over the 690 spot on the dial, and increased its power 20 times—to 5,000 watts. Result? Over 1,000,000 new listeners added! Now WTIX's 24-hour service extends over the entire Gulf area—from Texas to Florida. Now, more than ever, the *big* New Orleans buy is WTIX—the station which even before the change was more popular than the next 3 stations combined (Hooper), *and*—first in every daytime Pulse ¼ hour, *and*—first in 462 of all 504 Pulse quarters.* Talk 5,000 watts and 690 kc. to Adam Young . . . or WTIX General Manager Fred Berthelson.

* *Jan.-Feb., 6 a.m.-midnight*

**WTIX**

*first . . . and getting firster . . . and now 20 times more powerful with*

**5,000 watts on 690 kc.**

**NEW ORLEANS**

**STORZ STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

**WDGY** *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

**WHB** *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

**WTIX** *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

**WQAM** *Miami*
REPRESENTED BY JOHN BLAIR & CO.

# WHEELING: 37TH* TV MARKET

*Television Magazine 8/1/57

## One Station Reaching The Booming Upper Ohio Valley

NO. 5 IN A SERIES
**TOBACCO**

*Mail Pouch* and *Kentucky Club* are two of the nationally famous buy-words which help contribute to the *super* market value of the WTRF-TV area. These and other quality tobacco products are manufactured by The Bloch Brothers Tobacco Company of Wheeling, West Virginia . . . with 500 employees influenced by the programming of WTRF-TV . . . in an area of 425,196 TV homes, where 2 million people spend 2½ billion dollars annually.

"I have been working for the Bloch Brothers people for 22 years, and it's part of my job to help protect the quality of our tobacco products. Even away from work I'm conscious of quality—in food, in clothing, in just about everything. That includes TV-viewing, too, which is why the favorite station at our house is WTRF-TV."

*For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.*

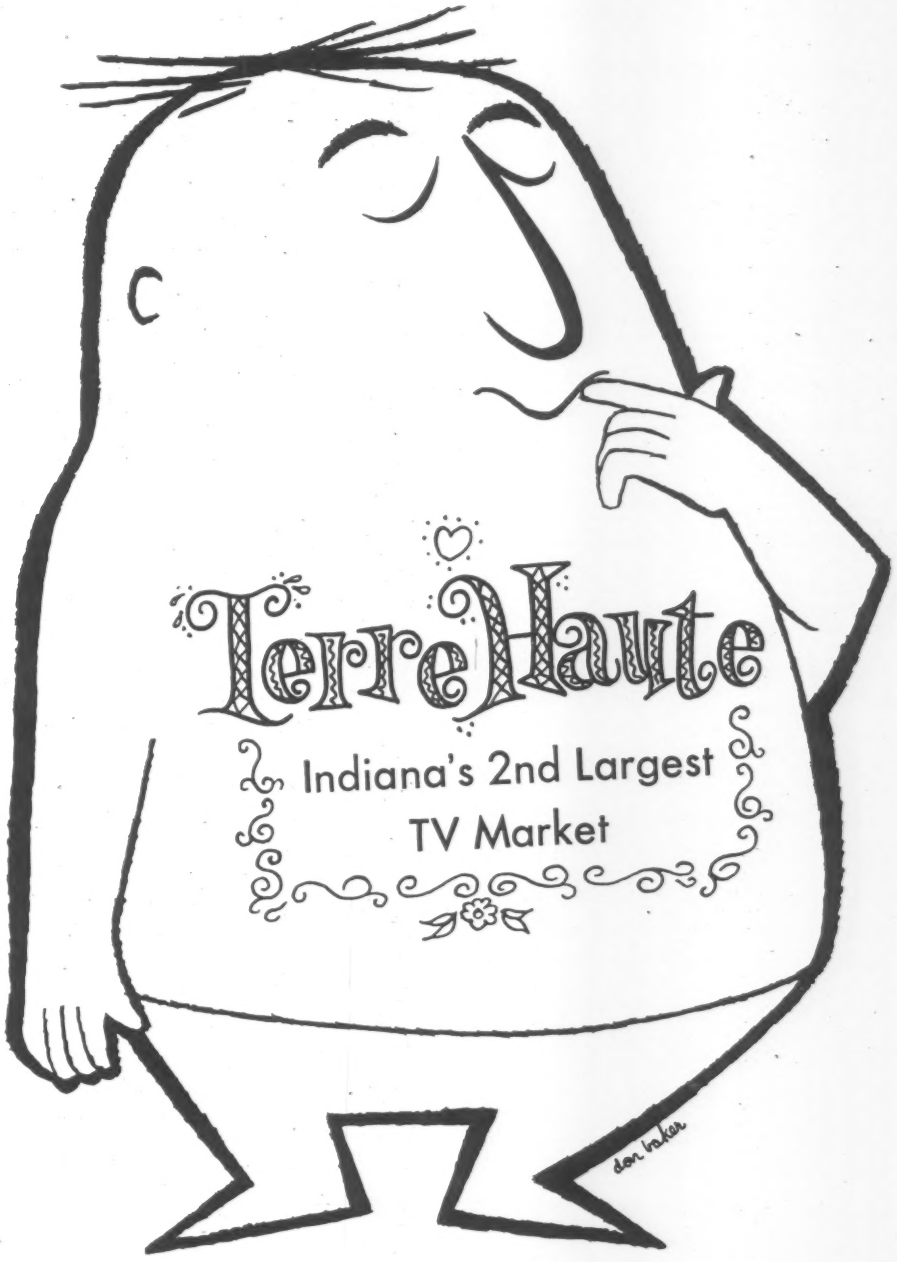
*National Rep., George P. Hollingbery Company.*

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv

CHANNEL




CBS, NBC, and ABC Television Networks

**TERRE HAUTE, INDIANA**

BOLLING CO., NEW YORK CHICAGO,
LOS ANGELES, SAN FRANCISCO, BOSTON

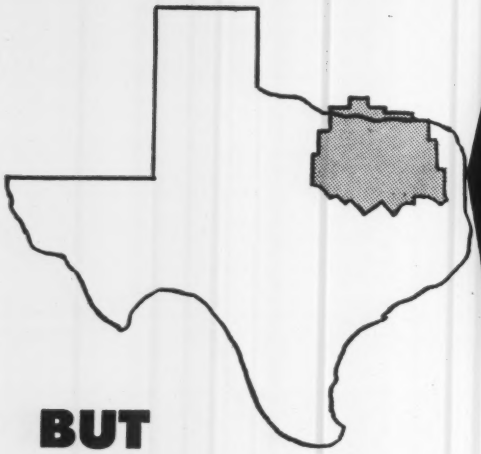
CBS
WTHI - TV

*and RADIO, too!*

T.M.–CBS-TV

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

# KRLD-TV
## CHANNEL 4 DALLAS
### covers one-seventh of Texas' area

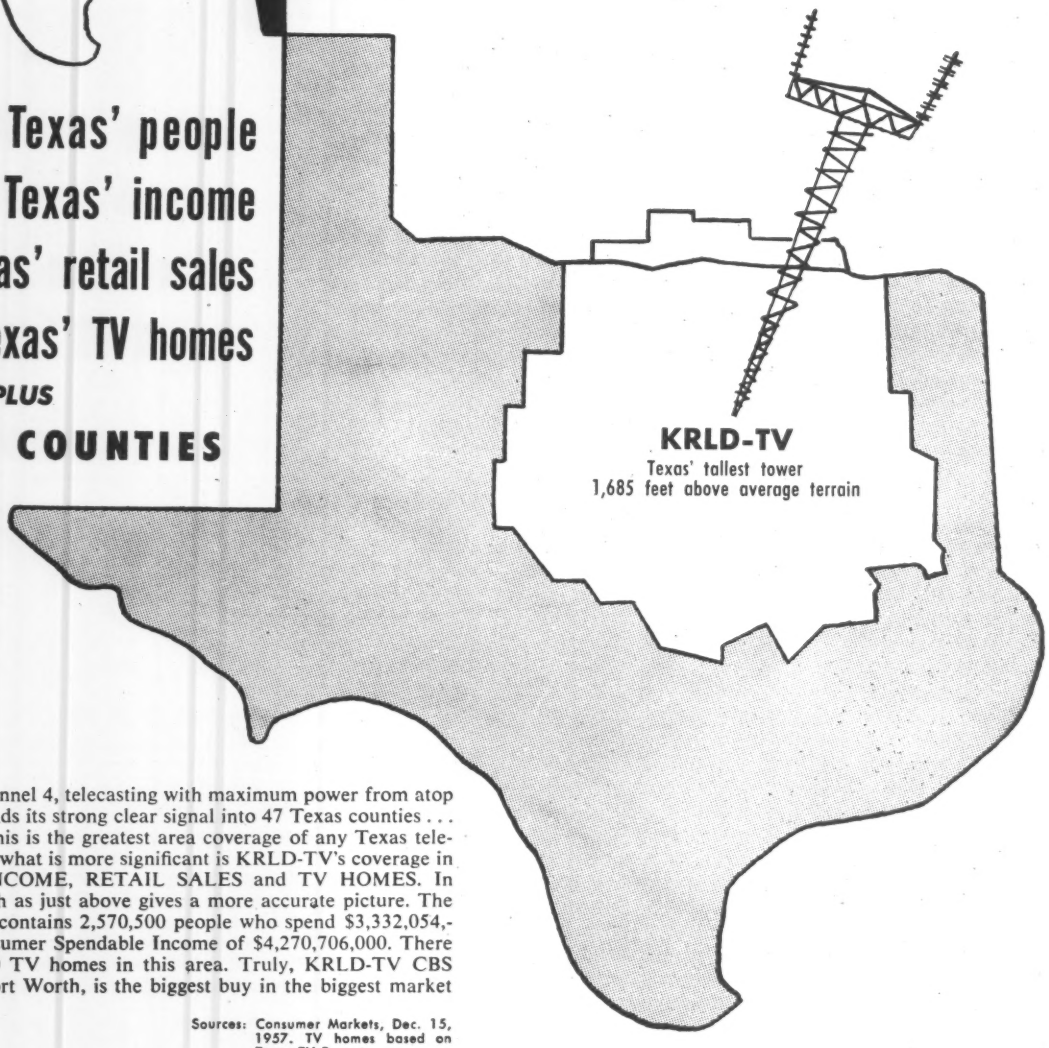


**BUT**

**28% of all Texas' people**
**30% of all Texas' income**
**31% of Texas' retail sales**
**⅓ of all Texas' TV homes**

***PLUS***

**5 OKLA. COUNTIES**




KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, sends its strong clear signal into 47 Texas counties . . . plus 5 in Oklahoma. This is the greatest area coverage of any Texas television station. BUT . . . what is more significant is KRLD-TV's coverage in terms of PEOPLE, INCOME, RETAIL SALES and TV HOMES. In those terms, a map such as just above gives a more accurate picture. The KRLD-TV Texas area contains 2,570,500 people who spend $3,332,054,000 annually of a Consumer Spendable Income of $4,270,706,000. There are more than 644,000 TV homes in this area. Truly, KRLD-TV CBS television for Dallas-Fort Worth, is the biggest buy in the biggest market in the biggest state.

Sources: Consumer Markets, Dec. 15, 1957. TV homes based on Texas TV Reports.

KRLD-TV is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only full-time 50,000 watt station in Dallas-Fort Worth. The Branham Company, national representatives.

# KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

*Channel 4, Dallas*
**MAXIMUM POWER**

JOHN W. RUNYON, CHAIRMAN OF THE BOARD • CLYDE W. REMBERT, PRESIDENT

# closed circuit®

**TOLL GATE** • While question of pay-tv field testing has been dormant since Senate and House Committee actions inveighing against approval pending Congressional consideration of policy question, it's entirely possible that House Commerce Committee may take more positive position this session. FCC has said merely that it won't process applications (none is pending) until 30 days after Congress recesses, but House Committee may implement its previous action by advising FCC that it should not consider any applications until some fixed date, late March or April of 1959. This would give Congress time to legislate.

•

*Question immediately arose in Washington whether death of Comdr. E. F. McDonald Jr., chairman of Zenith (story page 93), would put damper on pay tv crusade. He spearheaded drive from start, and, while others have gotten in on act, Mr. McDonald and pay tv came to be synonymous.*

•

**COMMUNITY PROBLEM** • Mushrooming of community antenna television systems is beginning to give music licensing organizations problem—and it's apt to be vice versa pretty soon. BMI, which till now has collected from only those CATV systems that originate programs, almost certainly is going to re-examine its policy, probably in relatively near future. At ASCAP, where CATV policy during "experimental stages" is less clear, question is said to be in hands of legal department, whose officials report that ASCAP "definitely" plans to try collecting from community systems using ASCAP music.

•

*Radio-tv planners of D'Arcy Adv. Co., St. Louis, are highly gratified with response to Budweiser spot drive built around theme, "pick-a-pair of 6-paks," even though only recently launched. They report heavy dealer activity and laud air media for tremendous impact of announcements on 400 radio-tv stations. In words of one executive, "We have never seen anything like it." Campaign to run through July.*

•

**DIGGING DEEPER** • Federal grand jury probing Miami ch. 10 case last week interrogated Miami bank officers on accounts of former FCC Comr. Richard A. Mack and his friend, Miami attorney Thurman Whiteside, as well as insurance company and holding company in which Mr. Mack had interests, both gifts from Mr. Whiteside. Also appearing last week was financial officer of National Airlines Inc. and Washington attorneys A. Harry Becker and Leo Resnick, who represented losing Miami ch. 10 applicants North Dade Video Inc. and L. B. Wilson Inc. respectively during FCC hearings.

*In recent weeks witnesses appearing before federal grand jury in Washington have been asked series of questions relating to personal social life of former Comrs. Mack and George C. McConnaughey as well as other present and former FCC officials. Queries have even alluded to deportment of officials at social gatherings.*

•

**DOUBLE DICKER** • Two-station tv sale may come to pass soon. Kenyon Brown, Bing Crosby and their associates in ownership of KCOP (TV) Los Angeles are negotiating with J. Elroy McCaw for acquisition of KTVR (TV) Denver (ch. 2) and KTVW (TV) Seattle-Tacoma (ch. 13). Discussions have been in progress some weeks. Latest word is that agreement seems near, with price in $2 million-plus category.

•

*With 52 post-1948 films sprung for tv last year, giving United Artists Television Inc. 91 films to sell in 1957, company is understood to have more than doubled gross tv sales. In annual report to be issued Tuesday, it's understood, UA will claim 1957 gross tv sales of $4.7 million—from gross $2 million in 1956 on its first packet of 39 pictures.*

•

**LOOKING FOR MERGER** • Geyer Adv., with offices in New York, Dayton and Detroit, is considering merger. It reportedly has been talking with number of agencies, principally firms with balanced industrial and package goods accounts. At one point last year Geyer was understood to have been approached by Erwin, Wasey & Co., during that agency's quest for expansion, but reportedly nixed deal on grounds it would be "buried" within large agency framework. Currently billing about $20 million, Geyer has had special success with American Motors Corp. (Rambler), only Detroit automaker not singing recession blues.

•

*FCC Chairman John C. Doerfer is slated to head U. S. delegation to International Telecommunications Union administrative conference on telegraph and telephone to be held in Geneva starting Sept. 29. It's expected chairman will be abroad for several weeks.*

•

**CONFIRMATION** • While Senate Commerce action on approval of nomination of John S. Cross to be member of FCC (story, page 74) was reported as unanimous, it's understood there was considerable discussion at executive session last Wednesday regarding possible further hearing. Committee reportedly was of view that appointment, to fill vacancy created by forced resignation of Richard A. Mack, was not "optimum" but that his background and record nevertheless merited confirmation. In case of Democrat Robert T. Bartley to succeed himself for seven-year term, committee voted unanimously and with enthusiasm on favorable report, it's understood.

•

*Mr. Cross, will be sworn in this Friday (May 23)—probably by Chairman John C. Doerfer. He will serve until 1962. Comr. Bartley, reappointed for seven-year term until 1965, probably will take his new oath immediately upon expiration of his present term on June 30.*

•

**CATV POLICY** • Before FCC is called to appear before Senate Commerce Committee in its second go-round on tv allocations, formal Commission policy study will be announced on subject of community antenna systems. Senate Commerce Committee is scheduled to renew its look into tv allocations, CATV, and other matters beginning May 27. FCC's plans, it is understood, envisage general hearing on what position Commission should take on regulating CATV operations—with parties on both sides of question being asked to submit policy and legal arguments. After this Commission hopes to make up its mind.

•

*Shortly to be announced will be centralization of operations of John W. Kluge stations, with Ernie Tannen as managing director headquartered in Washington, and Harvey Glascock as national sales director, headquartered in New York. Mr. Tannen, now manager of WEEP Pittsburgh, will direct operations of all five stations under new setup, headquartering with Mr. Kluge, principal owner. Stations are WEEP, WGAY Silver Spring-Washington, WINE Buffalo, WKDA Nashville and KNOK Fort Worth-Dallas. Mr. Kluge also owns substantial interest in WLOF-TV Orlando.*

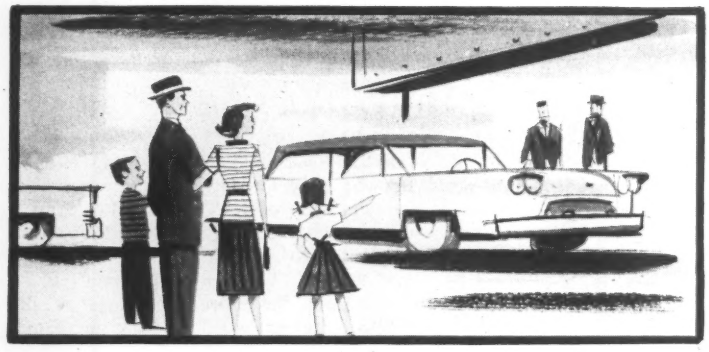
•

**D.A. RIDES AGAIN** • Rep. Oren Harris, who was once district attorney, has taken over actual functions of chief investigator for his Legislative Oversight Subcommittee. While Baron Shacklette still has title, Rep. Harris personally has been giving investigative staff both travel and Washington assignments with Mr. Shacklette familiar only with those he himself is assigned. "Sensational" developments promised for this week [LEAD STORY, page 35] will involve two other regulatory agencies in addition to FCC.

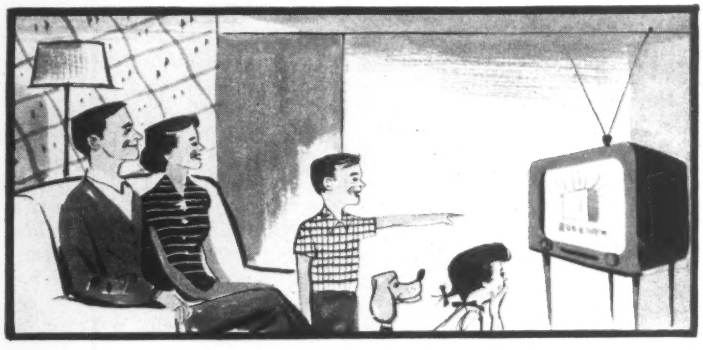
•

*Commercial tv station — U. S.-style — is in works for Formosa with "welcome" of Nationalist Chinese government. Key figure is James Chiang, ex-colonel in Nationalist army who is recent graduate and teacher at East Texas Baptist college, Marshall, Tex., where he now has Texaco gas station.*

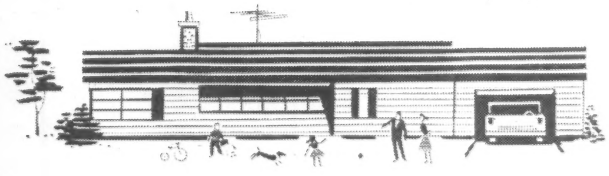
***They buy as a family . . .***



***because they were sold as a family . . .***



***by their local Meredith station!***



| | | | |
|---|---|---|---|
| KANSAS CITY | KCMO | KCMO-TV | The Katz Agency |
| SYRACUSE | WHEN | WHEN-TV | The Katz Agency |
| PHOENIX | KPHO | KPHO-TV | The Katz Agency |
| OMAHA | WOW | WOW-TV | John Blair & Co. — Blair-TV |
| TULSA | KRMG | | John Blair & Co. |

**Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines**

# THE WEEK IN BRIEF

**Danger Signs in Radio**—Cunningham & Walsh's Jerry Feniger warns D. C. Ad Club that jukebox programming is inducement to listener boredom. Page **39.**

**Another Tempest?**—House Oversight Committee casts jaundiced eye on FCC tv grants; questions application of comparative criteria and policy on approving station sales. Harris hints "sensations" which may cost some broadcasters their licenses. Page **35.**

**Tv Broadens Its Horizons**—International Tv comes of age as 10th annual convention of International Advertising Assn. takes up topic of global (commercial) video for first time. Page **37.**

**Slick Chick, Neat Trick, Video Pic**—Doyle Dane Bernbach and Transfilm Inc. bring the high-fashion print ad to tv via an ingenious stop-motion commercial idea for Chemstrand nylon. Page **38.**

**Another Merger**—Kastor, Farrell, Chesley & Clifford merges with Hilton & Riggio to become $15 million Kastor, Hilton, Chesley & Clifford with offices in New York, Toronto, and Harrisburg, Pa. Page **40.**

**Clean Shave for Warwick & Legler**—After seven months of legal battling, Schick Inc.'s former ad agency wins permanent injunction against electric shaver firm; federal court decision in Philadelphia enjoins Schick and Benton & Bowles from appropriating "cotton test," maintains unused ad ideas are property of agency, not client, thus frees W&L to sell idea elsewhere. Page **40.**

**Cool Summer for D-F-S**—Frigidaire's $6 million account moves to Dancer-Fitzgerald-Sample July 1, with agency opening Dayton office. Decision marks final shift of General Motors business from Kudner. Page **40.**

**Mr. Ford in for Godfrey**—Tennessee Ernie Ford is picked by Ford Div. as replacement for Arthur Godfrey on automobile advertiser's *Road Show* on CBS Radio. Page **46.**

**Primer on Film Commercials**—Kudner's Edgar Kahn describes duties of the agency producer and hazards which can befall him. Page **52.**

**CBS-Tv Departments Split**—Cowden, Means, Oppenheim named to head departments serving stations div.; Steinberg, Bristol get posts in network div. Other appointments to follow. Page **62.**

**Akerberg Leaving CBS-TV**—Veteran of 30 years with CBS networks resigning and will open radio-tv management consultancy. Page **66.**

**Caesar Steps Down**—AFM President James Petrillo says he won't run again, feels tired, thinks it's time for a younger man. The highlights of his stormy career. Page **66.**

**Senate Approves**—Bartley, Cross confirmed by Senate day after Senate committee unanimously approves nominations to FCC. Page **74.**

**Patent Policy Defended**—FCC commissioners go before Harris subcommittee; further witnesses promised as antitrust issue arises again. Page **76.**

**Boston vs. Rock 'n' Roll, Round # 2**—D. J. Alan Freed surrenders in Boston to be arraigned on two counts of inciting to riot as Hub City d. a. presses fight. WINS New York, however, reconsiders re-hiring embattled rock 'n' roller who resigned. Page **86.**

**Comdr. McDonald Dies**—Board chairman of Zenith Radio Corp., a militant industry figure, passes away. His four-decade electronic career included leadership of fight for pay-tv. He was first president of NAB when association was formed in 1923. Page **93.**

**Educators' Tv Role**—Problems of commercial and non-commercial stations discussed by broadcasters and educational officials at annual Ohio State U.'s Institute for Education by Radio-TV. Page **98.**

MR. KIMBLE

**Mutual Self-Interest** — Both newspapers and television have a stake in tune-in ads, the former because of the revenue they bring in, the latter for the audience they bring in. Grey's R. David Kimble analyzes the subject in MONDAY MEMO. Page **117.**

## DEPARTMENTS


| | | | |
|---|---|---|---|
| ADVERTISERS & AGENCIES | 37 | OPEN MIKE | 15 |
| AT DEADLINE | 9 | OUR RESPECTS | 30 |
| AWARDS | 99 | PEOPLE | 113 |
| BUSINESS BRIEFLY | 44 | PERSONNEL RELATIONS | 66 |
| CHANGING HANDS | 88 | PLAYBACK | 97 |
| CLOSED CIRCUIT | 5 | PROFESSIONAL SERVICES | 98 |
| COLORCASTING | 18 | PROGRAMS & PROMOTIONS | 100 |
| DATELINES | 90 | PROGRAM SERVICES | 84 |
| EDITORIAL | 118 | RATINGS | 48 |
| EDUCATION | 98 | STATIONS | 84 |
| FILM | 52 | TRADE ASSNS. | 90 |
| FOR THE RECORD | 104 | UPCOMING | 113 |
| GOVERNMENT | 74 | | |
| IN REVIEW | 22 | | |
| INTERNATIONAL | 95 | | |
| LEAD STORY | 35 | | |
| MANUFACTURING | 93 | | |
| MONDAY MEMO | 117 | | |
| NETWORKS | 62 | | |

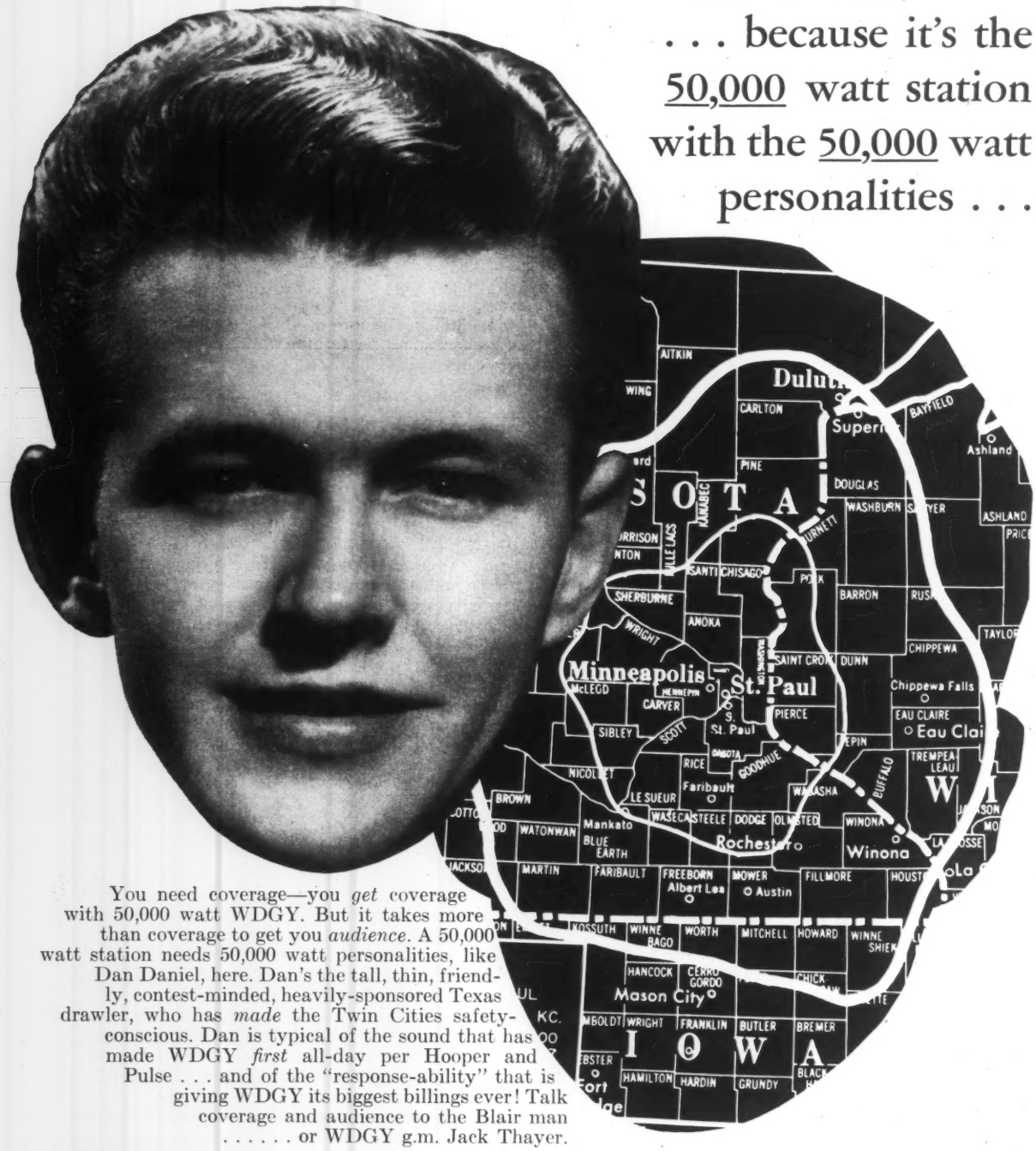

AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

# Why is WDGY first in Minneapolis–St. Paul?

(HOOPER & PULSE)

## . . . because it's the 50,000 watt station with the 50,000 watt personalities . . .




You need coverage—you *get* coverage with 50,000 watt WDGY. But it takes more than coverage to get you *audience*. A 50,000 watt station needs 50,000 watt personalities, like Dan Daniel, here. Dan's the tall, thin, friendly, contest-minded, heavily-sponsored Texas drawler, who has *made* the Twin Cities safety-conscious. Dan is typical of the sound that has made WDGY *first* all-day per Hooper and Pulse . . . and of the "response-ability" that is giving WDGY its biggest billings ever! Talk coverage and audience to the Blair man . . . . . or WDGY g.m. Jack Thayer.

**WDGY** *50,000 watts*
**MINNEAPOLIS-ST. PAUL**

**STORZ STATIONS**
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

**WDGY** *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
**WHB** *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
**WTIX** *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
**WQAM** *Miami*
REPRESENTED BY JOHN BLAIR & CO.

# at deadline

## NBC-TV Starts Summer Planning: Eight New Shows, 20 Reissues

Eight new shows and repeats of some 20 old ones will make up substantial part of NBC-TV's summer nighttime schedule, details of which were announced Friday.

Network officials noted there is at least one new program for each night except Wednesday. They are: *Steve Allen Presents Eydie Gorme and Steve Lawrence* (Sun. 8-9 p.m., July 13-Aug. 31); *Haggis Baggis* (Mon., 7:30-8 p.m., June 30-Sept. 15); *Pick a Winner* (Tues., 7:30-8 p.m., June 24-Sept. 16); *Investigator* (tentative title; Tues., 8-9 p.m., June 3-Sept. 16); Program to be announced (Tues., 9-9:30 starting July 1); *Jody*, western film series (Thurs., 9:30-10 p.m., starting July 3); *Big Game* quiz show (Fri., 7:30-8 p.m. starting June 13); *Bob Crosby Show* (Sat., 8-9 p.m., June 14-Sept. 6).

Series from which repeats are scheduled include *Noah's Ark, No Warning*, filmed anthology reruns under title to be announced, *Restless Gun, Wells Fargo, Goodyear-Alcoa, Suspicion, Bob Cummings, Californians, Wagon Train, Father Knows Best, This Is Your Life, You Bet Your Life, Dragnet, People's Choice, Life of Riley, M Squad, Thin Man, People Are Funny, Max Factor Theatre* of filmed anthology repeats.

## Writers, Networks Agree On Two-Year Pact, 7% Raise

Writers Guild of America announced Friday new two-year contract with CBS, ABC and NBC calling for approximately 7% increase in salary rates. One important provision, according to WGA, is agreement covering live freelance tv writers which says no changes will be made in dramatic script by producer unless writer approves at time script is purchased.

Weekly salary of news writers at CBS and ABC with at least two years' experience rise from $170 to $182, plus time-and-a-half for work over 40 hours, and at NBC, from $189 to $202, with no extra pay for overtime. Base weekly pay of continuity writers at three networks after two years jumps from $171 to $183. Minimum fee for one-hour live tv script is increased to $1,500 from $1,100. Pact applies as of April 1. Old contract expired March 31.

## McDonald Funeral Services Today

Funeral services to be held today (Mon.) at 10 a.m. for Comdr. E. F. McDonald Jr., founder-president and recently board chairman, Zenith Radio Corp., who died Thursday evening (story page 93). Requiem high mass to be celebrated at Assumption Roman Catholic Church, 313 W. Illinois St., Chicago, followed by burial at Queen of Heaven Cemetery and Mausoleum, 1400 S. Wolf Road, Hinsdale, Ill. Zenith offices to be closed Monday.

Pallbearers for services are (from Zenith) Hugh Robertson, president; Carl E. Hassel, assistant vice president-secretary; Joseph Wright, executive vice president, and others, including Hays MacFarland, board chairman, MacFarland, Aveyard & Co. (agency); E. Norman Rauland, president of Rauland Corp., Zenith subsidiary; Frank A. Miller, Francis I. Dupont & Co., investment broker; W. S. Woodfill, retired hotel owner, and Judge John Barbaro, personal friend. All save jurist are Zenith directors.

## Welpott Named General Executive In NBC O&O-Spot Sales Div.

Raymond W. Welpott, vice president of WKY Television System Inc. and manager of WKY-AM-TV Oklahoma City, will join NBC Owned Stations and Spot Sales Div. in June in general executive capacity, P. A. Sugg, vice president in charge of division, is announcing today (Mon.).

Mr. Sugg is himself alumnus of WKY Television System (WKY-AM-TV, WTVT (TV) Tampa, WSFA-TV Montgomery, Ala.). Mr. Welpott moved to WKY last June after some 19 years with General Electric Co. and its stations. He joined GE in 1938 and shortly was named broadcasting accountant for KOA Denver and KGO San Francisco, then owned by GE; WGY-WRGB (TV) Schenectady and five GE shortwave stations. He was named assistant to station manager for radio and television in 1946, and short time later became assistant manager of WGY-WRGB. In 1955 he took over managership of WRGB.

He has been active in NBC affiliate affairs, serving as vice chairman in 1957 and as head of tv affiliates' compensation committee in 1951. For his work on that committee in developing supplementary compensation plan for affiliates he was presented silver service by NBC-TV stations. He also has been active in NAB, and recently played key role in organizing Oklahoma Television Assn., which he served as first chairman.

## Kerns to Head Storer's WAGA-TV

J. Robert Kerns, who has been with Storer Broadcasting Co. nearly 20 years, appointed Friday by George B. Storer Jr., tv operations vice president, to be vice president and managing director of WAGA-TV Atlanta. He succeeds Glenn Jackson, who has resigned and will announce plans in near future. Mr. Kerns has been vice president-managing director of WVUE (TV) Wilmington-Philadelphia and before that was at WBRC-TV Birmingham.

## Freed on Bail in Boston

Alan Freed, rock 'n' roll exponent and former WINS New York disc jockey, Friday was released on $2,500 bail in Boston but still has to face two charges resulting from riot following his "Big Beat" show May 3 (story page 86).

## BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 37.

**PROTECTION PROBLEM** • Brown & Williamson, through Ted Bates & Co., N.Y., alternate sponsor of *Lineup* on CBS-TV (Fri., 10-10:30 p.m.) preceding Ed Murrow's *Person to Person* (10:30-11 p.m.), has been pushing CBS-TV for product protection against P. Lorillard (see page 46), which is expected to sponsor Murrow on alternate weeks. CBS-TV, however, has firmly pointed to its policy, announced year ago, whereby alternate-week exchange commercials cannot have product protection. Week that Brown & Williamson goes on with *Lineup*, alternate sponsor with Lorillard, Florists Telegraph Delivery Assn., will underwrite Murrow show.

**DOUBLE FEATURE** • Johnson & Johnson, New Brunswick, N. J., planning major-minor sponsorship of *Cheyenne* and *Sugarfoot* (which alternate in Tues. 7:30-8:30 p.m. spot on ABC-TV) and in addition is buying six minutes in ABC-TV daytime shows. Latter programs still to be picked. Young & Rubicam, N. Y., is agency.

**GOBEL-FISHER AGAIN** • Liggett & Myers and RCA Whirlpool have renewed alternate week George Gobel and Eddie Fisher shows, Tues., 8-9 p.m. on NBC-TV. Agencies: McCann-Erickson and Kenyon & Eckhardt.

**IN FOR HALF** • Whitehall Pharmacal Co., through Ted Bates & Co., both N. Y., planning to sponsor alternate weeks of *Steve Canyon* with Liggett & Myers, through McCann-Erickson, in Thurs. 9-9:30 p.m. spot on NBC-TV, effective early fall.

**DOUBLE-TAKE** • Bymart-Tintair, N. Y., kicking off tv spot drive in approximately 100 major markets June 1 for minimum six-week period. Agency, Product Services Inc., still buying. Unusual wrinkle of drive: instead of minute spots, Tintair will feature actress Terry Moore in two 1-minute announcements spaced apart, first commercial showing application of Tintair, second showing results after using product is aired later in evening.

**BACK TO 'OASIS'** • Liggett & Myers (Chesterfields), N. Y., renewed sponsorship of *Club Oasis* (NBC-TV, Sat., 9-9:30 p.m.) for next season. Agency: McCann-Erickson. Alternate Saturday night period open, with Max Factor not expected to renew *Polly Bergen Show*.

# at deadline

## WBC, CCBS OPPOSE DAYTIMERS' PLEA

Westinghouse Broadcasting Co. voiced strong opposition Friday in comments to FCC on Daytime Broadcasters Assn.'s petition to standardize operating hours of daytime am stations. Clear Channel Broadcasting Service is among those who will take same vigorous stand against proposed FCC rulemaking on DBA proposal today (Mon.), deadline for comments.

Several individual stations also filed oppositions Friday and number filed comments supporting DBA petition (story, page 78).

WBC said study indicates adoption of rulemaking would cause interference by WPEO Peoria and WCIL Carbondale, both Illinois, to its KDKA Pittsburgh; WGPA Bethlehem, Pa., and WLBB Carrollton, Ga., to its KYW Cleveland; WLIB New York, WANN Annapolis, Md., and KGYW Vallejo, Calif., to WBC's WOWO Fort Wayne and KEX Portland, Ore. Also cited was interference to WBC's WBZ Boston and WIND Chicago.

Westinghouse said proposal would destroy secondary skywave service of KDKA, WBZ and KYW and skywave service by all clear channel stations would be destroyed, resulting in loss of all radio service to more than half land area of U. S. WBC said NARBA and other agreements with Canada and Mexico would be violated and that additional service resulting would be limited to "few miles" from daytimers' transmitters.

CCBS' 120-page, 147-exhibit comments, limited to interference problems of 14 clears belonging to organization, said engineering studies show "conclusively" that proposal would destroy all clear channel service in winter and partly in spring and fall—service relied on by 25 million people. Loss of groundwave would be equally serious, 88% to WCAU Philadelphia, for instance.

CCBS said interference also would be substantial to non-CCBS clears, all Class I-B, unlimited Class II and III stations and added potential damage would be caused by future daytime stations on Class I channels. Fulltime regionals (Class III) would be most affected, CCBS said.

CCBS said listener letters to FCC were inspired by daytimers, using their own broadcast frequencies and without advising listeners of technical difficulties. Proposal also would violate international agreements, CCBS said.

Individual stations opposing: WLEE Richmond; WKBN Youngstown, Ohio; WEAN Providence, R. I.; WLS Chicago, and WFNC Fayetteville, N. C.

Individual stations supporting: WLDS Jacksonville, Ill.; WSKN Mt. Marion, N. Y.; WCUE Akron; WMIX Mt. Vernon, N. Y.; WHFB Benton Harbor, Mich.; KIBE Palo Alto, Calif.; WELS Kinston, N. C.; KNLR North Little Rock, Ark.; WCEF Parkersburg, W. Va.; WVPO Stroudsburg, Pa.; WSMI Litchfield, Ill., and WARU Peru, Ind.

### Kansas City IBEW Technicians Off, On Again at KCMO-AM-TV

Technical employes of Local 1259, IBEW, were returning to work late Friday at KCMO-AM-FM-TV Kansas City after agreeing to new two-year contract. They had shut down stations at 12:01 a.m. Friday, with notation on log that audio and video transmitters were off "due to strike."

KCMO-AM-FM-TV and KMBC-AM-TV, WDAF-AM-TV and WHB have been negotiating new contract jointly since April. KCMO was notified at 11:30 p.m. Thursday by technicians that transmitters would be silenced. Tv service normally runs to 2:30 a.m., with allnight radio programming. KCMO radio service was resumed at 4 a.m. Friday and tv at 6:55 a.m., using supervisory personnel. IBEW accepted new contract during day, with $6 weekly raise first year and $5 second. Base is $131.

Only KCMO stations were affected by "strike." All stations had been operating under extension of former contract from May 1 expiration date to May 15. Walter L. Reed, IBEW business agent, notified KCMO early Friday that technicians had not struck but were "taking a vote," according to stations. No picket line appeared.

### Local-National Rate Question Raised at North Carolina Meet

North Carolina broadcasters questioned practice of Ford dealers and J. Walter Thompson Co. in demanding local rate for broadcast placements during Friday session of North Carolina Assn. of Broadcasters at Southern Pines (see page 91). Members also voiced concern over power of local dealers to prevent dealers in nearby cities covered by stations from buying time in their territory.

Don DuMont of JWT Atlanta office discussed station rate practices and explained advantages of large agency where campaigns are national in concept but local in execution.

Mr. DuMont mentioned a newspaper rate card practice in the South, with half of the newspapers in Georgia and Florida represented on one rate card. He said some newspapers have a local rate higher than national because the latter can be handled easier.

Thad H. Brown Jr., NAB tv vice president, speaking Thursday night at banquet, said broadcasters have been probed and probed for years. He added it was "marvelous that after the smoke clears away, broadcasting comes out with a clean bill of health."

## PEOPLE

**WILLIAM S. HEDGES,** NBC vice president in charge of general services, reported Friday to be convalescing satisfactorily at New York Hospital following operation earlier this month. He's expected back at his desk after Memorial Day.

**ROBERT C. LaBONTE,** commercial manager, KPOJ Portland, Ore., appointed general manager of KERG Eugene, Ore., succeeding **L. W. TROMMLITZ,** retired.

**SYD KAVALEER,** sales manager for WATV (TV) Newark, which became WNTA-TV May 7 when National Telefilm assumed ownership, appointed general sales manager of WNTA-TV.

**JOHN C. IANIRI,** formerly account supervisor at Grey Adv., N. Y., on R. H. Macy & Co. and account executive on Chock Full o'Nuts coffee, to Leo Burnett Co. as account executive.

### Rolaids Signs Consent Decree On 'Doctor' Tv Commercials

"Man in the white coat" may be appearing less and less on nation's tv screens following consent decree signed by American Chicle Co. on its Rolaids tv commercials. Federal Trade Commission announced today signing of consent order which prohibits American Chicle from implying without proof that Rolaids is endorsed generally by medical profession.

FTC's complaint in 1957 charged American Chicle tv commercials false and deceptive. Cited in complaint was one scene showing man in doctor's white coat (and addressed as "doctor") recommending product to another actor as relief for indigestion. This falsely implied, FTC said, that doctors or medical profession prescribe or recommend Rolaids. Company must also discontinue claims that stomach acid or concentrated stomach acid is capable of burning hole in cloth napkin.

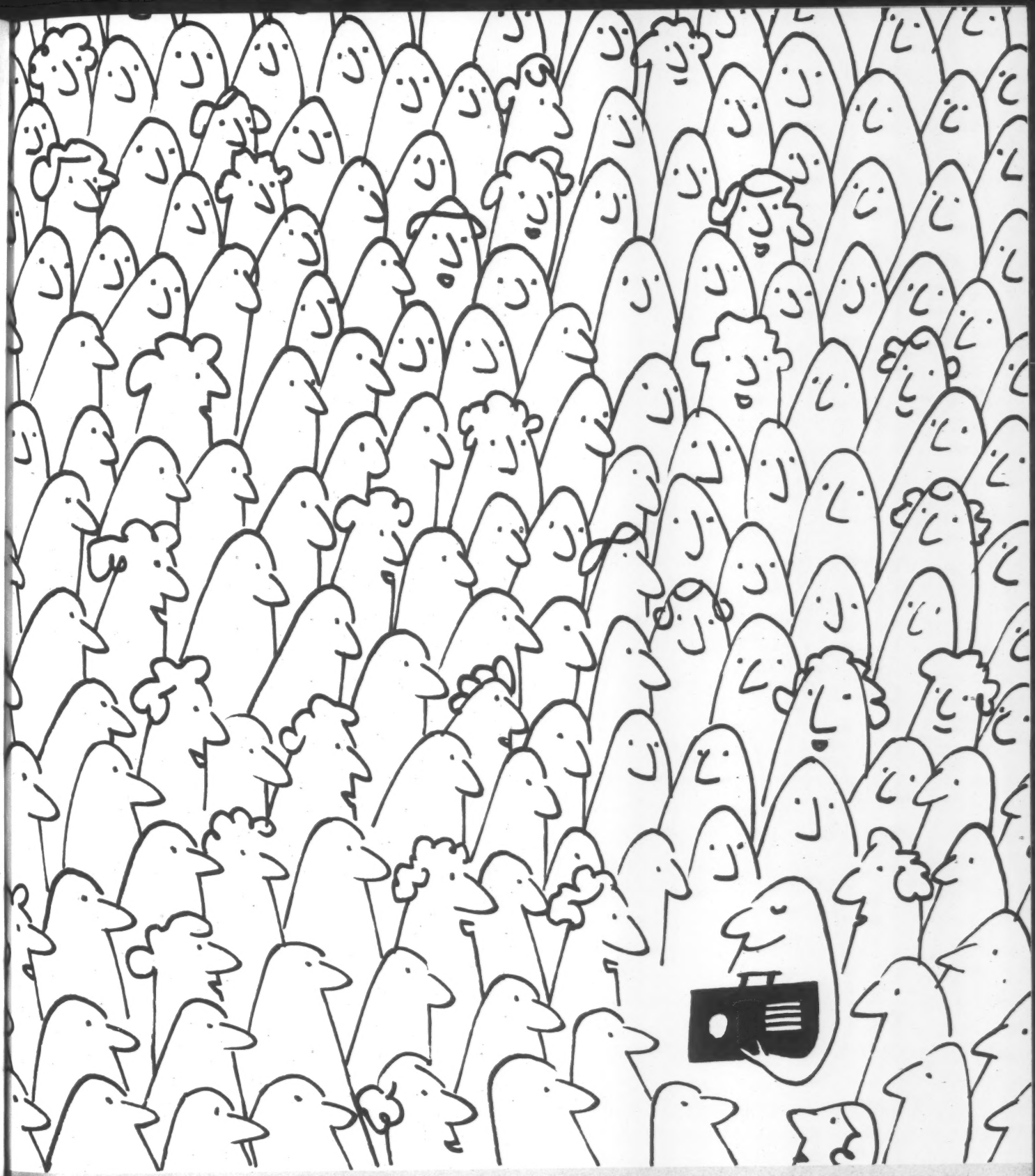
### Three Sales Filed: $611,085

Applications for am station sales totaling $611,085 were filed with FCC Friday. They include:

Sale of KGKO Dallas by oilmen H. H. Coffield and W. L. Pickens to H & E Radio Corp. (Harry and Elmer Balaban), Atlantic Brewing Corp. (Harold Lederer, president) and others, joint venturers, for $450,000 [CLOSED CIRCUIT, May 5]. Balaban stations are WIL St. Louis, WRIT Milwaukee, WICS-TV Springfield, Ill., and WTVO-TV Rockford, Ill. Atlantic is associated in ownership of WIL and WRIT and owns 25% of KFBI Wichita. Mr. Coffield has interest in KMIL Cameron, Tex. Independent KGKO is 5 kw day, 500 w night on 1480 kc.

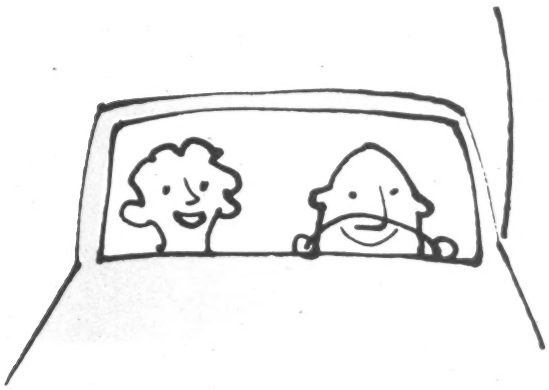
Sale of 52.95% of KGLC Miami, Okla., by trustees for estate of George L. Coleman to multiple owner Kenyon Brown for $82,085. Mr. Brown already owns 22.15% of KGLC. KGLC is 1 kw on 910 kc.

Sale of WKAI Macomb, Ill., by William Schons and Edward Schons to newspaper publisher-theatre owner William H. Rudolph for $79,000. William Schons retains 90% of KRSI St. Louis Park, Minn., and Edward Schons 10% of WDUZ Green Bay, Wis. WKAI is 250 w day on 1510 kc.



If You Want to Reach
THE ADULTS OF THE DETROIT-GREAT LAKES AREA, REACH WITH **WJR** DETROIT

Radio Programs with Adult Appeal



On an average day, 41 percent of the adult listeners specify WJR as their radio station. This was learned from an Alfred Politz Research, Inc. survey of an area where 196 other stations were heard.

# WHEREVER THEY ARE, A

## These personalities are heard only on WJR

**WILLIAM SHEEHAN**
News Editor

**JAN WYNN**
Vocalist

**MARSHALL WELLS**
Farm Editor

**JAY ROBERTS**
Announcer

**JIM VINALL**
Newscaster

**BOB REYNOLDS**
Sports Director

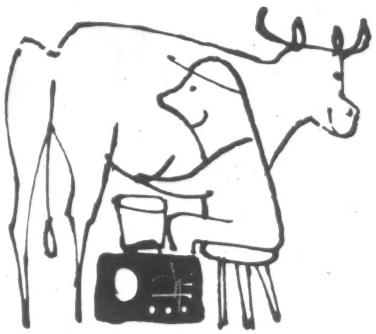
**BUCK MATTHEWS**
Feature Personality

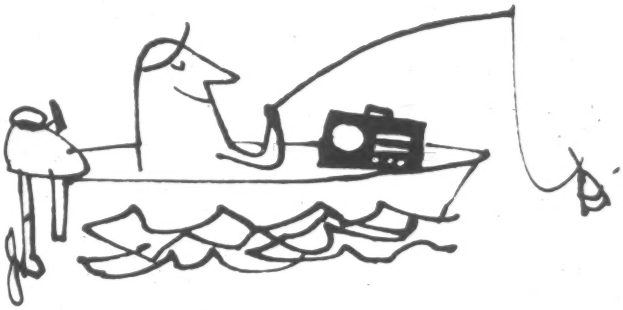
**DAN KIRBY**
Newscaster

**HARRY SAFFORD**
Orchestra Director

## PROGRAMMING MAKES THE DIFFERENCE

WJR programming is designed to satisfy the more than 17,000,000 people in WJR's primary coverage area. To do this, local programming is emphasized and for good reason: Programming with just the right touch of exclusive personalities and features has won for WJR an overwhelming popularity among all listeners. In terms of adult audience, it has won the dominant share . . . assembled the purchasing power into one huge package that's easy for an advertiser to reach. Such programming is a skillful blend of information, entertainment, and public service that gets close to the interests and attitudes of people, so that they will remain close, loyal listeners to WJR. And that's just what they are—close and loyal and numerous—as proved by successes of WJR advertisers. This was confirmed by Alfred Politz in a listener survey of the Detroit-Great Lakes area.





# E, ADULTS STAY CLOSE TO WJR

**FRED KENDALL**
Vocalist

**BILL BARBER**
Announcer

**JIMMY CLARK**
Music Director

**GEO. KENDALL**
Newscaster

**CHARLEY PARK**
Chief Announcer

**RENE McKAY**
Vocalist

**PAUL CAREY**
Asst. Sports Director

**BUD GUEST**
Feature Personality

**ART JAMES**
Announcer

**JACK HARRIS**
Feature Personality

**BRUCE CHAPMAN**
The Answer Man

**VALTER POOLE**
Assoc. Conductor
Detroit Symphony

**DON LARGE**
Choral Director

**JIM GARRETT**
Announcer

**J. P. McCARTHY**
Announcer

**MARTY McNEELEY**
Feature Personality

**MRS. PAGE**
Women's Editor

**JACK HAMILTON**
Newscaster

**TED STRASSER**
Announcer

## Plus the best of CBS

In addition to network stars and their shows, WJR offers a fine selection of news documentaries, public affairs programs, special events, dramatic plays, serials, westerns, and mysteries.

## WJR 's dominance gives you the greatest effective reach in America's fifth richest market

In its primary signal area, WJR's voice penetrates America's fifth richest market which accounts for 10% of almost anything—people, income, sales. Daytime coverage is shown above, as compiled by the WJR Engineering Department with approved field-strength measuring equipment. At night, coverage includes most of the 48 states and a major portion of Canada. Mail authenticates the tremendous reach of WJR.

## WJR reaches the most people with the most buying power

Eighty-one percent of the purchasing power in the Great Lakes area is controlled by people 30 years of age and older. In this age group (again, according to Alfred Politz Research, Inc.) WJR has more listeners than the next six Detroit radio stations combined.

## That's why products that mean business advertise on WJR!

If you want to reach buying power effectively—the adults of the Great Lakes area—contact your nearest Henry I. Christal representative for all the convincing facts.

**RADIO PROGRAMS WITH ADULT APPEAL**

Detroit
CBS 50,000 Watts
THE GREAT VOICE OF THE GREAT LAKES

## Needed: A Tape on Videotape

EDITOR:

Thank you for the article on our videotape activity. [LEAD STORY, May 12.] While there are still many problems to be resolved, we feel that videotape represents the future of the live tv industry. Much misinformation has been circulating regarding this important new tool. Articles based on actual videotape production will help clear the air.

*George K. Gould*
*Telestudios Inc.*
*New York City*

## Read Everywhere

EDITOR:

I am convinced that everybody reads BROADCASTING. The taped interview that appeared on my 25th anniversary [STATIONS, April 28] was, I thought, unusually well done, and the comments that I have had from friends and associates in the business have really been overwhelming.

*John Blair*
*John Blair & Co.*
*New York*

## Art Directors' Kudos

EDITOR:

On behalf of the Art Directors Club of New York I would like to express our appreciation for your great report on our tv awards of our 37th annual exhibition [AWARDS, April 7]. We all enjoy your splendid publication and we believe it is of great interest to all of the advertising business people.

*Walter Grotz*
*President*
*Art Directors Club of New York*
*New York*

## Where's 'Abbey'?

EDITOR:

There is a syndicated newspaper column called "Dear Abbey," a sort of advice to the lovelorn thing, which one of our people insists is also on radio. Can you tell us whether this is fact or hallucination, and, if fact, on what network it is aired?

*Marie T. Ehrlinger*
*Director, Library Research Dept.*
*The Joseph Katz Co.*
*Baltimore, Md.*

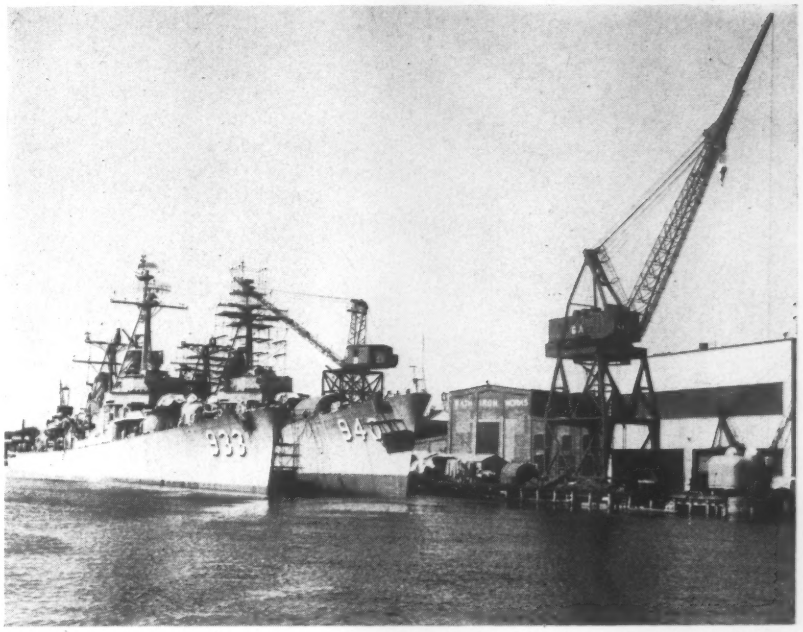
**[EDITOR'S NOTE: Written by Abigail Van Buren, the column is distributed by McNaught Syndicate to about 250 newspapers. However, there is no broadcast version.]**

## Troubles of a Border Station

EDITOR:

There is a problem for us and other Canadian border stations. As a member of MBS we carried the *Game of the Day* all last season but could not get the World Series. We did not know how to go about it. The network that did have the show fed it to Canada and we were forced to listen to a Canadian station. It did not sit well with us nor with our listeners. The network stations that did have the series were heard very unsatisfactorily here be-


## *Maine Citizens at Work*



*(Maine Dept. of Economic Development photo)*

**Shipbuilding** in Maine is older than the Nation. The Bath Iron Works, builders of destroyers, destroyer escorts and, presently, missile-firing vessels, is one of the blue chip industries that contribute substantially to the economy of the 13-county area

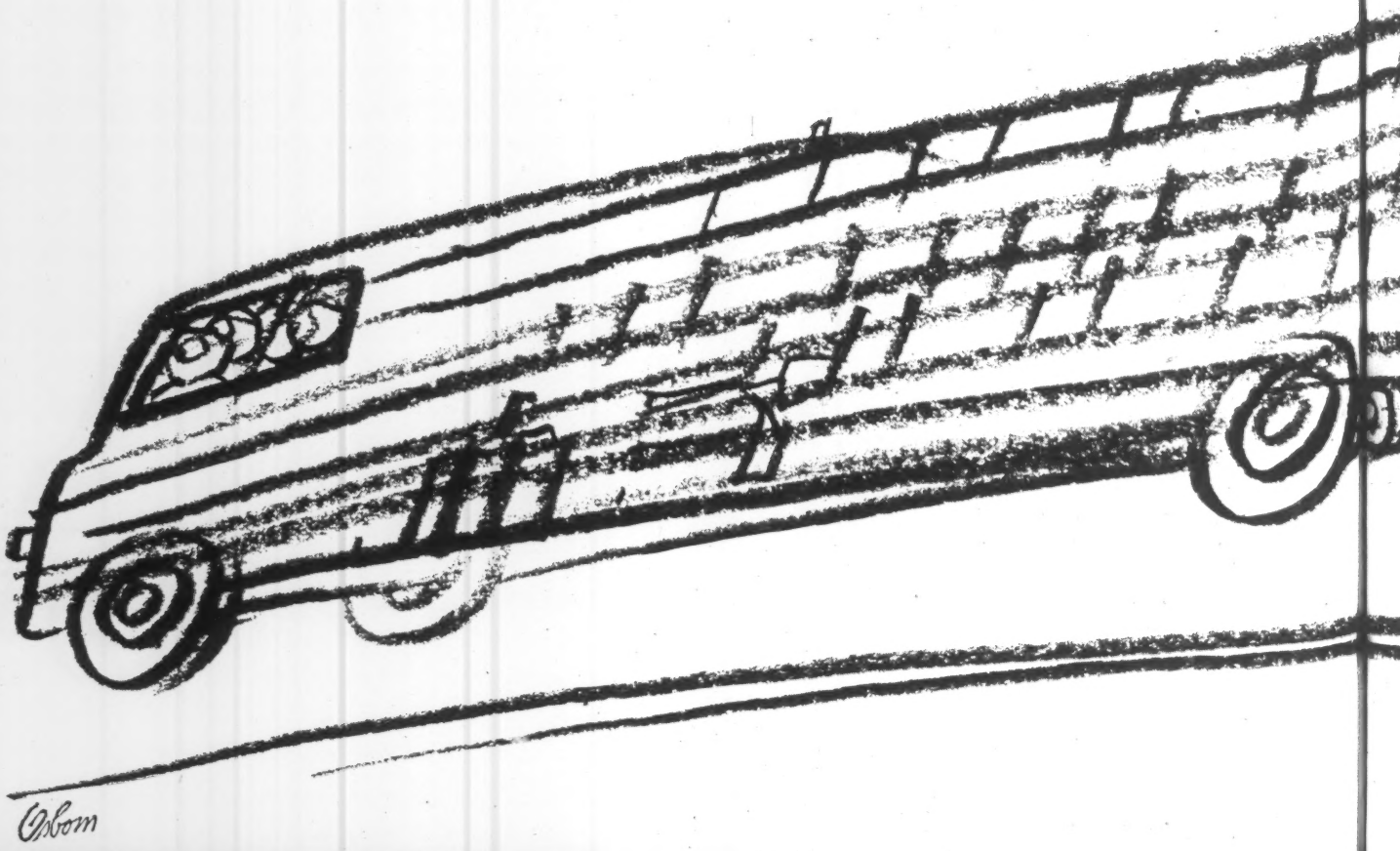
**SERVED AND SOLD BEST BY WCSH-TV**

It's a $1,110,896,000 market* comprising southern Maine and eastern New Hampshire.
NCS #2 and the later Pulse and ARB area studies all give Channel 6 wide margins of coverage and viewer preference.

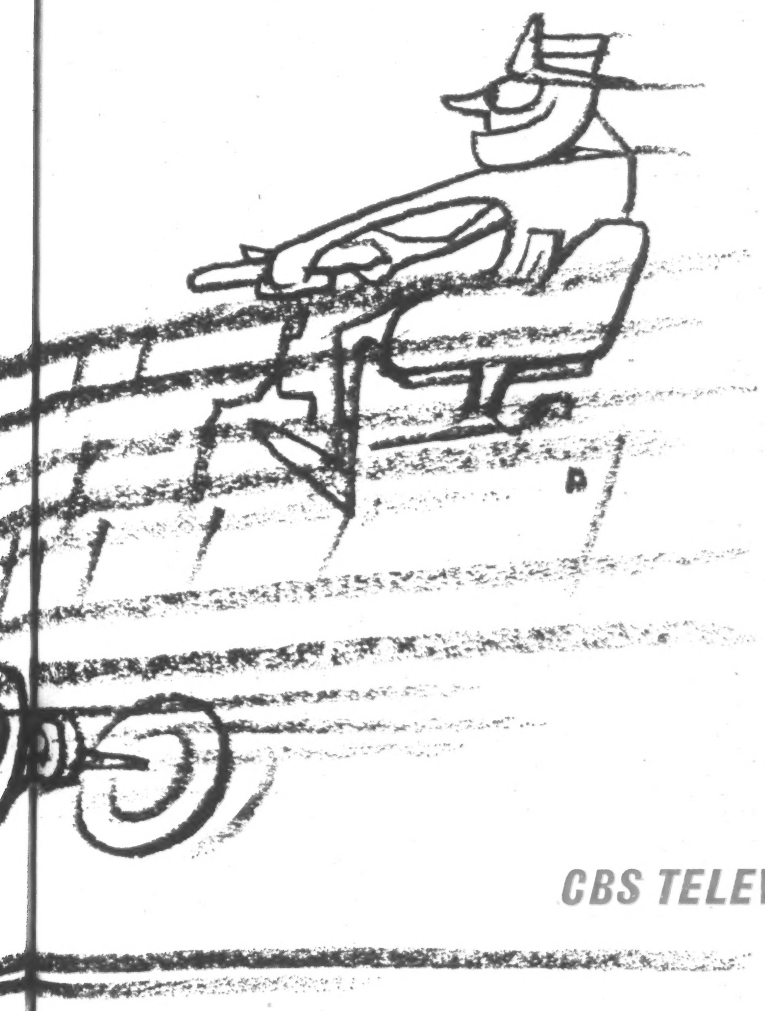
(*Preliminary data Sales Management Survey of Buying Power subject to final revisions)

NBC-TV affiliate
Weed-Television

**WCSH-TV 6**
**PORTLAND, MAINE**


Osborn

# WHERE'S THE FIRE?



*Time and place are no barriers to NEWSFILM. No matter where the news breaks—or when—NEWSFILM's force of 400-plus cameramen and correspondents round the globe guarantees johnny-on-the spot coverage.*

*Moreover, NEWSFILM spreads the news like wildfire! Sped to four large processing centers, assembled footage is expertly condensed to 12 minutes a day of fast-moving, complete world reporting—edited especially for television—then air-rushed to subscribing stations while the news is still red-hot.*

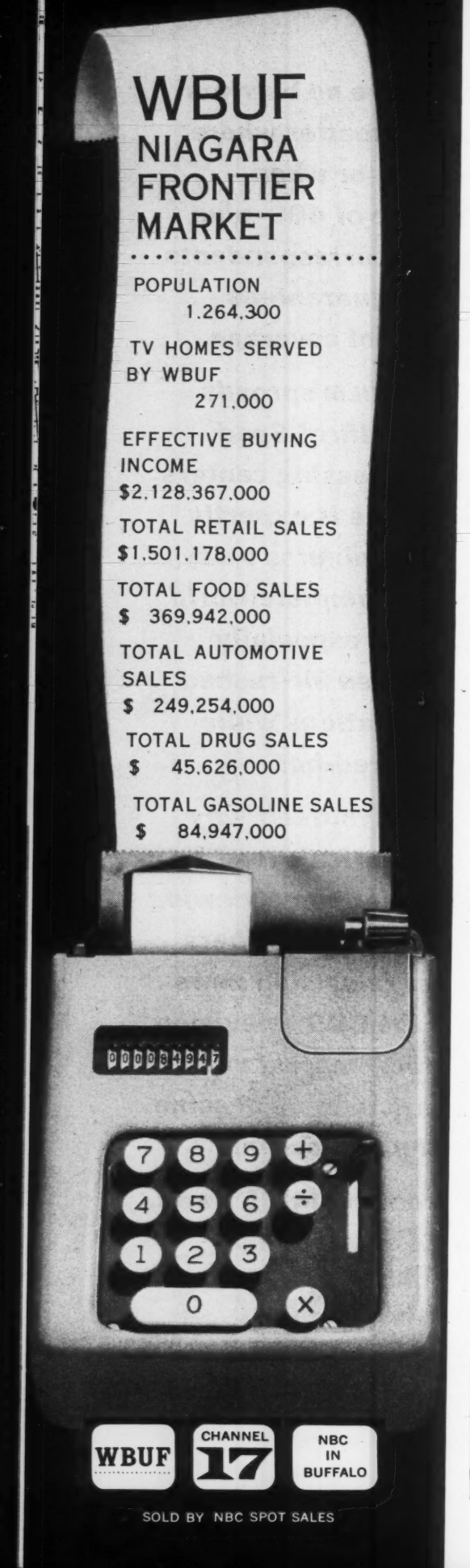
*But discover for yourself why NEWSFILM is America's leading source of news for home viewing . . . with more U.S. subscribers than any other television news service! Call the CBS Television Film Sales office nearest you and arrange a screening of some typical NEWSFILM programs.*

*NEWSFILM, product of CBS News, is available to all stations.*

## CBS TELEVISION FILM SALES, INC.

*". . . the best film programs for all stations"*

*New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta; in Canada: S. W. Caldwell, Ltd.*







cause they suffer from interference from [higher-powered] stations on adjacent channels.

Now a major Canadian station has the *Game of the Day* live. We carry the game on playback because of daylight savings time in the East. This Canadian station beats us from 30 minutes to an hour right in our own territory.

The major networks in the U. S. feed their best shows (and the Canadians take only the best) in competition with U. S. stations . . . It would seem a good subject for discussion . . . or a fit subject for the FCC.

*Bert Wick*
*KDLR Devils Lake, N. D.*

## Radio in Time of Emergency

EDITOR:

Last month in Florida tornadoes whipped the state from coast to coast, first near the Tampa area, then to the east coast at Fort Pierce.

People were panic stricken; phone lines were jammed. It was such a serious situation the Red Cross, the Weather Bureau and civilian defense authorities have established these basic rules when tornado bulletins are again necessary:

Listen to a local radio station and follow instructions, stay off the telephone and stay out of your car.

Leslie Boyd, local Red Cross manager, said, "If people will listen to their radios they will get more information faster than we could ever give it to them."

*Robert Wasdon*
*Vice President*
*WALT Tampa, Fla.*

## Western Union's Teamwork

EDITOR:

"LETTER FROM THE EDITORS" IN MAY 12 ISSUE WAS PARTICULARLY PLEASING TO US IN WESTERN UNION IN THAT WE ARE HONORED TO BE MEMBERS OF YOUR TEAM AND CONTRIBUTING A PART IN GETTING THE NEWS WHILE IT IS STILL NEWS TO YOUR IMPORTANT READERS. THE JOE WALLISES AND MANY OTHERS LIKE HIM TAKE PRIDE IN YOUR ASSIGNMENTS OF GETTING THE NEWS FROM YOUR CAPABLE EDITORS ON THE SCENE THROUGH TO BROADCASTING HEADQUARTERS.

KEN HEBERTON
VICE PRESIDENT
WESTERN UNION TELEGRAPH CO.
WASHINGTON

## Where Howard Works

EDITOR:

We at WIND, as does the industry, rely on BROADCASTING to keep us abreast of happenings. We have always found accuracy and speed in the magazine. My compliments. But . . . may I raise one slight objection. Primarily because it happens all too frequently. I refer to CHANGING HANDS, of April 28. Item: "WFOX Milwaukee, Wisconsin . . . Sold to Howard Miller, WBBM Chicago disc jockey . . ."

Howard is on WBBM a total of 75 minutes per week. Howard is on WIND a total of 990 minutes per week. Thus, it would seem that Howard is a WIND Chicago disc jockey.

*David C. Croninger*
*Program Director*
*WIND Radio*

## COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EDT)

### CBS-TV

**May 20, 28** (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

### NBC-TV

**May 19-23, 26-28** (3-4 p.m.) *Matinee Theatre,* participating sponsors.

**May 19, 26** (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

**May 20** (8-9 p.m.) *George Gobel Show,* Liggett & Myers through McCann-Erickson, RCA-Whirlpool and RCA Victor through Kenyon & Eckhardt.

**May 21, 28** (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

**May 22** (7:30-8 p.m.) *Tic Tac Dough,* RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

**May 22** (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

**May 24** (8-9 p.m.) *Perry Como Show,* participating sponsors.

**May 24** (10:30-11 p.m.) *Your Hit Parade,* American Tobacco Co. through BBDO and Toni through North Adv.

**May 25** (7-7:30 p.m.) *Noah's Ark,* sustaining.

**May 25** (8-9 p.m.) *Steve Allen Show,* S. C. Johnson & Son through Needham, Louis & Brorby, U. S. Time Corp. through Peck Adv. and Greyhound Corp. through Grey Adv.

**May 25** (9-10 p.m.) *Chevy Show,* Chevrolet through Campbell-Ewald.

**May 27** (8-9 p.m.) *Eddie Fisher Show,* Liggett & Myers through McCann-Erickson, RCA-Whirlpool and RCA Victor through Kenyon & Eckhardt.

Covering the country from a central point

"UNITED RESERVED AIR FREIGHT GIVES WARD'S CUSTOMERS FAST FASHION SERVICE"

—T. C. HOPE
*General Traffic Manager*
*Montgomery Ward, Chicago*

"Our distribution center for mail order fashions is in Chicago. Yet we give overnight delivery in key cities coast to coast, thanks to the speed of United Air Freight. But speed alone isn't the whole story. The personal attention we get from United is equally important to us. Their dependability, too. United delivers on time."

For service, information, or free Air Freight booklet, call the nearest United Air Lines Representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Illinois

**"THIS CUSTOMER** has made her selection in our Oakland, Calif., catalog department. Her order is promptly relayed to us in Chicago. We have regular reserved air freight space with United—so it's just a matter of making the plane."

**"JERRY MILLS, United's account executive,** sees that the individual shipment is received and loaded with hundreds of others aboard United's fast DC-6A. The dress is in Oakland the next day. Just like having a flying warehouse!"

**UNITED AIR FREIGHT RATES ARE LOW**

| | per 100 pounds* |
|---|---|
| CHICAGO to PHILADELPHIA | $ 7.70 |
| SALT LAKE CITY to DETROIT | 16.20 |
| DENVER to NEW YORK | 17.70 |
| SAN FRANCISCO to SOUTH BEND | 21.05 |
| AKRON to SEATTLE | 22.20 |

*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.

**LOW RATES** are only part of the story of Air Freight's advantage. Even more saving is reflected in reduced inventory, economical packaging and insurance. United speed and 80-market service offer you distinct competitive advantages.

***IT COSTS NO MORE FOR EXTRA DEPENDABILITY—ON UNITED, THE RADAR LINE***

**IDENTIFICATION**
through sole sponsorship of top-flight, half-hour programming from 20th Century-Fox and Desilu Studios, two of the foremost producers of film entertainment.
**SATURATION**
in an initial line-up of 115 TV stations, reaching 96.9% of U.S. TV homes, accounting for 95.6% of all U.S. retail sales.
**PENETRATION**
in constant repetition in three great programs, at three different times, reaching three different television audiences.
**FLEXIBILITY**
thanks to no "must-buy" station lists, providing greater adjustability to your own sales and distribution pattern.
**LOWER COSTS**
in the elimination of costly coaxial cables . . . and through the lower time charges of NTA's Film

*America's newest media concept...*

# MULTI-VISION*

It consists of three great television programs, reaching three different audiences, at three different times... providing the nation's advertisers and their agencies with *five* virtues not obtainable with just one program.

**Retaining IDENTIFICATION for the sponsor, MULTI-VISION produces SATURATION and PENETRATION...with wider FLEXIBILITY... all this at much LOWER COST... in prime time, late time, and day-time.**

In an era when every dollar must stretch as far as possible for maximum impact, MULTI-VISION enables advertisers and their agencies to spread their sales messages over a maximum number of unduplicated television homes at a lower expenditure than ever before. The practical response to today's needs of sponsors... beset by split audiences, split sponsorship and murderously high costs... it's an *integrated* solution to these formerly insoluble problems.

If *you're* a television sponsor who finds the wired TV networks becoming increasingly unsuited to your needs, look into this *new frontier* in network television open to you now in the *multi-visual* approach of the NTA Film Network.

Visible conclusion: today, display some MULTI-VISION of your own...and hear the *full* story of this far-sighted new concept from...

## NTA FILM NETWORK

*Coliseum Tower, 10 Columbus Circle, New York 19, N.Y. JUdson 2-7300*

Copyright, 1958, NTA Film Network, Inc.

# KOSI GETS ACTION

Everyone responds to KOSI's magic formula . . . playing host to more Denver families than any other station. Pulse reveals KOSI Number One Independent in a 16-station market. No wonder, Denver air is so refreshing . . . it's filled with the music Denver families like. Pulse, Hooper, Nielsen all agree . . . Denver ears are tuned to KOSI.

*Full impact . . . no double spotting!*

5,000 watts
Denver is KOSI-land

**KOSI**

Sit in with your Petry man.

Mid-America Broadcasting Company

## IN REVIEW

### PHIL SILVERS ON BROADWAY

. . . was brassy enough to remind many a viewer of tv's early days when unbridled slapstick reigned supreme over videoland. The greatness of Phil Silvers is unquestionable. He has an inexplicable way of projecting himself to the very marrow of man's funny bone. Master of the adlib, the preposterous, exasperating and insane, Mr. Silvers—like the 1958 Pontiac Bonneville—can stop and turn on a dime.

Still, this corner cannot wholly endorse the proceedings on CBS-TV between 10 and 11 p.m. last Wednesday. For one, Mr. Silvers lacked writing support. Some of the sketches were purely alien corn. But others—such as the woodwind quartet sequence and the satire on "Old Man River," both dependent on Phil Silvers rather than on continuity—were brilliant flashes of inspired wit.

Stripped of his khaki peel, the Top Banana apparently had a whale of a fine time indulging in a lot of nonsensical horseplay. His troupe parodied that tv cliche, the Sunday night variety show, by featuring a glee club that had somehow forgotten to wear pants, acrobats who defied both gravity and reason and a benevolent auto advertiser which masochistically agreed to the billing of Potniac.

However commendable may have been their intentions, Mr. Silvers' producers draped Arthur Godfrey's frayed talent scout mantle about their man's shoulders so that he could "discover" a young singer named Gloria Krieger. While Miss Krieger may be a good looking dish who sounds good, too, the serious selection of "Je Suis Titania" seemed woefully out of place.

*Production costs: $40,000.*
*Sponsored by Pontiac through MacManus, John & Adams on CBS-TV May 13, 10-11 p.m.*
*Producer: Allan Sherman; director: Bill Hobin; writers: Joe Stein, Will Glickman and Mr. Sherman.*

### CAMERA THREE

Over a two-week period this month—May 4-11—CBS-TV's *Camera Three* program raked over the hot coals of the Sacco-Vanzetti trial and its aftermath; by doing so, CBS-TV clearly demonstrated the schizoid personality of network television. Just a month or so ago, the network cautiously exorcised the spirit of Sacco and Vanzetti from the *Playhouse 90* version of Thurber and Nugent's "The Male Animal," lest it antagonize viewers; apparently CBS-TV thinks people aren't as easily stirred up Sunday morning. They are wrong: witness the *Boston Herald*'s vitriolic review of the May 4 program, calling it "the most biased tv show ever seen."

During the first program, *Camera Three* imaginatively telescoped the lengthy trial and the eight appeals, capturing—through dramatic re-creation—the impatience and the bias on the part of the prosecution, the defense's bumbling and self-righteous pleading, and the eloquence of Vanzetti ("You can kill me only once . . ."). On May 11, the histrionics were left behind for an impassionate review of the sociological and legal aspects of the 1920-27 case. The

# INSTANTANEOUS COMBUSTION

876% GAIN

6 Times the Audience in 60-Days
9 Times the Audience in 90-Days
and getting hotter every minute

HOOPER, March, April, 1958
TRENDEX, Feb., 1958

Never before in the history of St. Louis has a radio station scored such solid audience gains in such little time.

St. Louis fell in love with Wonderful WIL Radio's bright, happy personalities
. . . enjoyable music
. . . complete news
. . . 24-hours a day.

WIL, now in its 37th-year, was reborn in 1958, when it became a Balaban Station.

The result: Instantaneous Combustion.

Yes, wonderful WIL is setting this great midwestern market on fire! So, get hot with WIL radio. Add Motion to Promotion! For instantaneous action, call John Box or your Adam Young man.

*Sell St. Louis with the "hottest" station in the Midwest*

**Wonderful WIL Radio St. Louis, Mo.**

**JOHN F. BOX, JR., Executive Vice-President**

Sold Nationally by
ADAM YOUNG, INC.

**One of the Balaban Stations . . . in tempo with the times**

Copyright 1958 The Balaban Stations

Zee, French station

wdxb

the *FIRST** station in Chattanooga

PROUDLY ANNOUNCES

VENARD RINTOUL & McCONNELL

AS OUR REPS

HAPPY DAYS

STEVE FRENCH

CARLIN FRENCH

* HOOPER PULSE




indictment made was not so much one of the guilty verdict but of "11 narrow years" in the 280 years of Massachusett's judicial history. If these conditions were prevailing in this day and age then CBS certainly would have to stand justly accused of bias; but judicial shortcomings have been rectified. So being, CBS may be "accused" of only one thing: of teaching civics on the Sabbath and of daring to stick its neck out beyond the turtle shell that surrounds a good deal of tv "public affairs" programming. The network and WCBS-TV New York—which has produced *Camera Three* over five seasons—have fully realized the responsibilities of their craft.

*Production costs: Approximately $8,000.*
*Sustaining on CBS-TV Sun. 11:30 a.m.-12.*
*Produced by WCBS-TV New York Dept. of Public Affairs with N. Y. State Education Dept. Producer: Lewis Freedman; director: Clay Yurdin; writer: Clair Roskam.*
*Cast (May 4): Athan Karas, Reuben Singer, Lester Rawlins, Leo Penn, Geoffrey Lumb and Arthur Hill.*

## STARS OF JAZZ

If you dig jazz, hot or cold, Dixieland or progressive, *Stars of Jazz* is for you.

This half-hour program, which started last month on ABC-TV but is nearing its second anniversary on KABC-TV Los Angeles, is an unpretentious telecast which always tries and usually succeeds in living up to its title by presenting each week individuals and ensembles who are headliners in the world of popular musical entertainment. Bobby Troup, pianist-singer-composer who is host-narrator for the series, confines himself to introducing the guest performers and to explaining what kind of jazz is being presented. To Mr. Troup's everlasting credit, his explanations are brief and lucid.

Last week (Mon. 10:30-11 p.m. on KABC-TV, Fri. 8:30-9 p.m. on the network) the featured band was the "Fire House Five Plus Two Plus One." Between musical numbers, Mr. Troup traced the renaissance of Dixieland jazz.

But mainly the show was music, Dixieland jazz, blown and sung as Dixieland should be. And, since this was television, it must be said that the show was photographed as Dixieland should be. Technical director Gene Lukowski and his cameramen know just how to show a soloist at work, moving in for a closeup or drawing back to reveal the musician putting his whole body into the music he's blowing.

Since its Los Angeles debut, *Stars of Jazz* has been honored as "having contributed most to West Coast jazz," as the best new local show and the best tv show of modern music, topped by an Emmy as the "best local entertainment program" of 1956. It should win like acclaim in the national arena. It should also duplicate nationally the sponsored status it has had locally almost from the start.

*Production costs: Approximately $3,500.*
*Sustaining on ABC-TV, Fri. 8:30-9 p.m.*
*Executive producer: Peter Robinson; producer: Jimmie Baker; director: Hap Weyman; annotator: Robert A. Bogast.*

. . . that's how many times Owen Spann estimates that his alter ego, John Q. Pixie, has interrupted him as he introduces the finest in recorded music, gives weather, news and comments on anything and everything!

This gremlin reads insulting letters, swaps gag lines, and owes his existence to the high falsetto at which Owen can pitch his voice.

For commercials that will be delivered in an attention-riveting manner, place *your* clients' sales messages on either "Spann-The-Morning-Man" or "Spannland" . . . or *both!*

Alabama's Oldest Station
Alabama's Newest Program

WAPI

BIRMINGHAM

The NEW Voice of Alabama

Represented by
Henry I. Christal

A NEW STAR IS BORN!
THE SEQUEL-WITHOUT-EQUAL TO TV'S MOST SENSATIONAL FEATURE FILM SUCCESS:
SHOCK!
SON OF SHOCK
Available for the first time on TV: 20 full-length classics of thrill-and-chill with a built-in entertainment wallop that's sure to score a knockout in the rating lists! Such top-scoring top-scaring greats of the screen as "HOUSE OF DRACULA", "BEFORE I HANG", "INVISIBLE MAN'S REVENGE", "BLACK FRIDAY" and "BRIDE OF FRANKENSTEIN"!
CONTACT:
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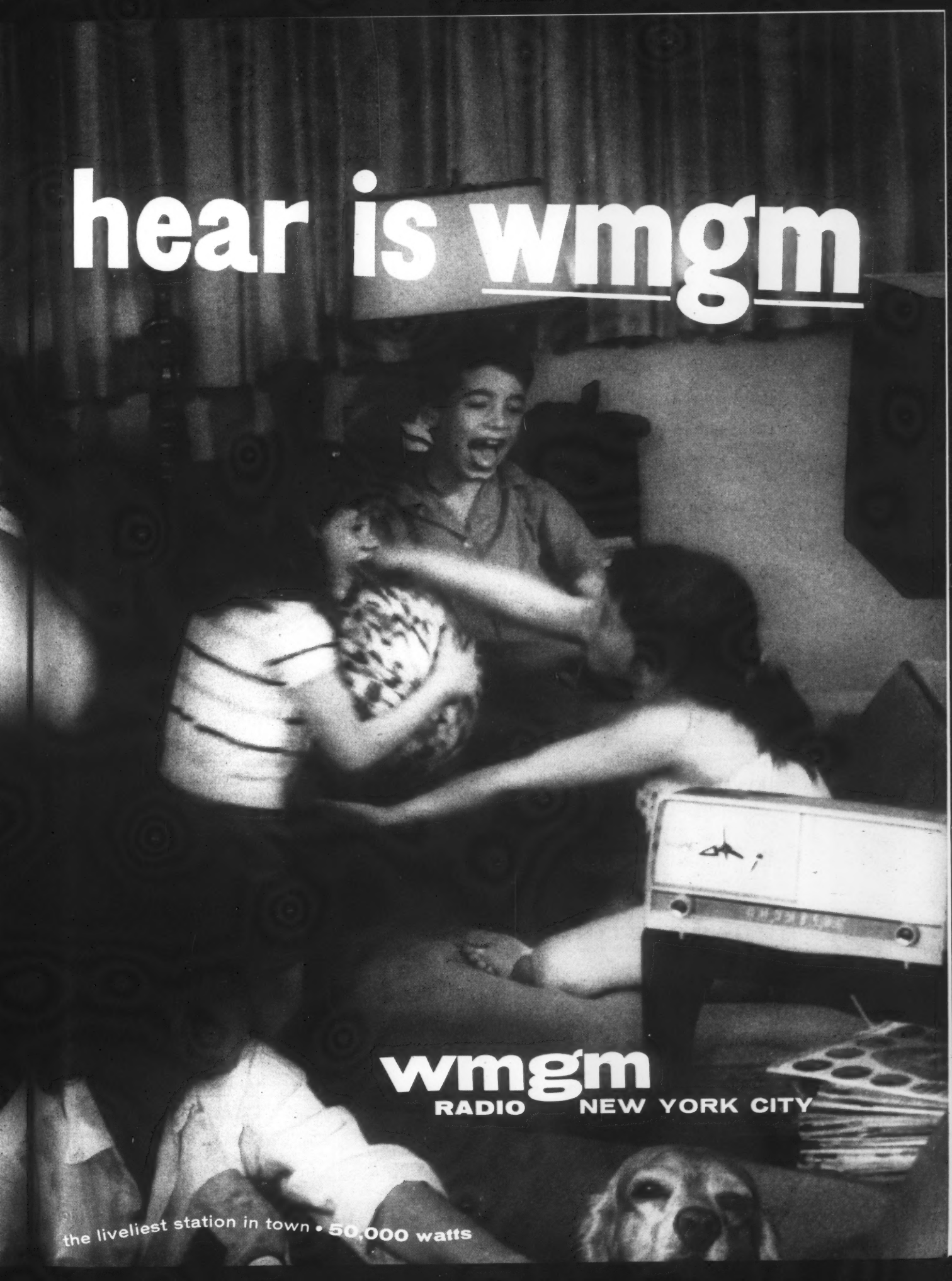
**On a cost-per-proof-of-purchase, or actual sales, or any other basis of measurable results–yes, including ratings, too– WMGM produces action at the lowest cost of any radio station in the New York metropolitan area.**

WMGM—The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
400 Park Avenue Phone MUrray Hill 8-1000
*Represented Nationally by George P. Hollingbery Co.*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wmgm
RADIO NEW YORK CITY
the liveliest station in town • 50,000 watts

# LARGEST AUDIENCE

**OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)**

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

**WOC-TV Coverage Data —**

| | |
|---|---|
| Population | 1,583,800 |
| Families | 489,700 |
| Retail Sales | 1,934,984,000 |
| Effective buying Income | 2,686,413,000 |
| Source | 1957 Survey of Buying Income (Sales Management) |
| Number TV Homes | 317,902 |
| Source | Advertising Research Foundation |

**WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO- Radio•Des Moines**

The Quint-Cities Station—Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

**WOC TV**

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES



**BROADCASTING**
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
*1735 DeSales St., N. W. Washington 6, D. C.*

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☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

*name* *title/position**
*company name*
*address*
*city* *zone* *state*
*Please send to home address — —*

* Occupation Required



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*Reg. U. S. Patent Office


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# ARB Proves Only KCMC-TV Delivers the Area It's Keyed to Serve

SPECIAL RESEARCH in DAYTIME PERIODS containing DUPLICATED & UNDUPLICATED PROGRAMS establishes KCMC-TV complete dominance in the hardest test of all!

## ARB Telephone Coincidental Conducted in Cities Indicated Below

Mon. thru Fri., March 17 - 21, 1958

**TEXARKANA**
**(Miller - Bowie Counties)**

11 - 11:30 a. m. (Duplicated CBS Network Programming between KCMC-TV and Station B)

| | | |
|---|---|---|
| KCMC-TV | 18.5 | 75.2% |
| Station B | 1.5 | 6.1% |
| Station C | 4.6 | 18.7% |

11:30 - 11:45 a m (KCMC-TV Programming Locally; Stations B & C Different Network Shows)

| | | |
|---|---|---|
| KCMC-TV | 13.6 | 55.3% |
| Station B | 4.6 | 18.7% |
| Station C | 6.4 | 26.0% |

11:45-12 Noon (KCMC-TV Programming Locally; Stations B & C Different Network Shows)

| | | |
|---|---|---|
| KCMC-TV | 14.4 | 68.0% |
| Station B | 2.5 | 11.8% |
| Station C | 4.3 | 20.2% |

3 - 3:15 p. m. (KCMC-TV Programming Locally; Stations B & C Different Network Shows)

| | | |
|---|---|---|
| KCMC-TV | 20.2 | 67.4% |
| Station B | 7.9 | 26.3% |
| Station C | 1.9 | 6.3% |

3:15 - 4 p. m. (Duplicated CBS Network Programming between KCMC-TV and Station B)

| | | |
|---|---|---|
| KCMC-TV | 24.2 | 81.5% |
| Station B | 2.0 | 6.7% |
| Station C | 3.5 | 11.8% |

KCMC-TV

STATION B (CBS OUTLET)

STATION C (NBC OUTLET)

**CLARKSVILLE, TEXAS**
**(Red River County)**

11 - 11:30 a m (Duplicated CBS Network Programming between KCMC-TV and Station B)

| | | |
|---|---|---|
| KCMC-TV | 15.7 | 73.3% |
| Station B | 0.3 | 1.4% |
| Station C | 5.7 | 25.3% |

11:30 - 11:45 a m. (KCMC-TV Programming Locally, Stations B & C Different Network Shows)

| | | |
|---|---|---|
| KCMC-TV | 17.2 | 81.9% |
| Station B | 1.7 | 8.1% |
| Station C | 2.1 | 10.0% |

11:45 - 12 Noon (KCMC-TV Programming Locally; Stations B & C Different Network Shows)

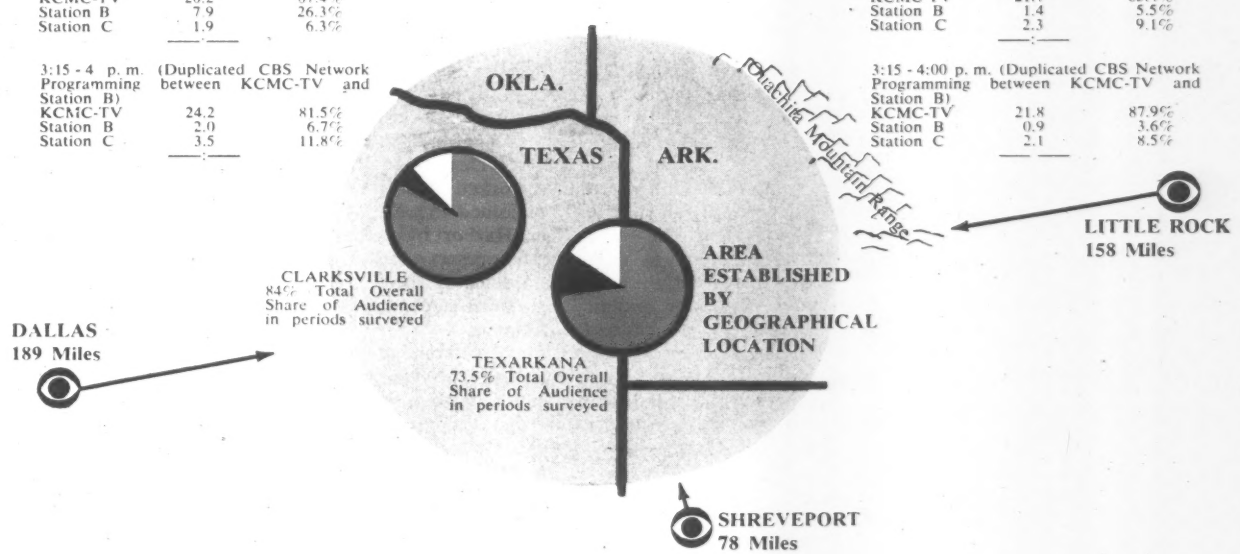
| | | |
|---|---|---|
| KCMC-TV | 19.9 | 90.3% |
| Station B | 0.3 | 1.3% |
| Station C | 2.1 | 8.4% |

3 - 3:15 p. m. (KCMC-TV Programming Locally; Stations B & C Different Network Shows)

| | | |
|---|---|---|
| KCMC-TV | 21.7 | 85.4% |
| Station B | 1.4 | 5.5% |
| Station C | 2.3 | 9.1% |

3:15 - 4:00 p. m. (Duplicated CBS Network Programming between KCMC-TV and Station B)

| | | |
|---|---|---|
| KCMC-TV | 21.8 | 87.9% |
| Station B | 0.9 | 3.6% |
| Station C | 2.1 | 8.5% |




THIS IS THE EXCLUSIVE NORTHEAST TEXAS — SOUTHWEST ARKANSAS MARKET KCMC-TV DELIVERS FOR YOUR PROGRAM & COMMERCIALS

# KCMC-TV

CBS abc

**RICHARD M. PETERS**
General Manager

**100,000 WATTS — CHANNEL 6**
TEXARKANA, TEXAS - ARKANSAS
Represented by Venard, Rintoul & McConnell, Inc.

**JACK ROLLINGS**
Natl. Sales Manager

WILS

106% GREATER AUDIENCE than Station B—all day*

5000 LIVELY WATTS

more listeners than all other stations heard in Lansing combined.*

LANSING

Contact: Venard, Rintoul & McConnell, Inc.

* February-March, 1958 C. E. Hooper, Inc.

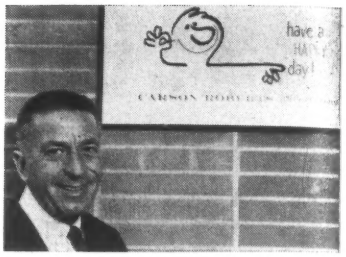
WILS music news sports

71

ASSOCIATED WITH WPON PONTIAC, MICHIGAN

# OUR RESPECTS

## *to Ralph Carson*




IT BEGAN as a breakfast ritual in the home of Ralph Carson, president of Carson/Roberts, Los Angeles advertising agency.

"Have a happy day," he'd tell his children. "A happy day is a good day, a day in which you get things done. If you're not going to have a happy day you might as well go back to bed, because you'll be no good to yourselves or anyone else."

It worked at home and he felt it would work outside. "Have a happy day" became his morning greeting to the staff. Now it greets telephone callers to the agency. Stickers, mail enclosures and outdoor posters, embellished with a happy-faced man drawn by Mr. Carson's partner, Jack Roberts, spread the message to all Los Angeles.

"We'd like to spread it farther," Mr. Carson says. "We've worked out a radio formula—happy news, happy history and that sort of thing—for syndication to one advertiser in each community who wants to promote his company personality."

"Have a happy day" illustrates Ralph Carson's conviction that advertising's communications potentialities go far beyond the sale of commodities. "Advertising is perhaps the only means of really free expression we have today," he asserts. "Make a public statement and it's excerpted, revised and edited a dozen times before it gets on the air or into print. But when you pay for time or space to present your message, it goes out exactly as you want it to."

Born in Milwaukee May 12, 1914, Ralph graduated from high school in deep depression days. He organized College Boys Butter & Egg Co. (buying dairy products from farmers, peddling them door-to-door) to finance a semester at the U. of Wisconsin, then went to Boston U. on a scholarship. In Boston he attended classes in the morning, sold shoes in the afternoon and at night earned $3 for a 7-11 stint writing and announcing at W1XAL (now WRUL), international station.

Graduated in 1937, he bee-lined for New York, where a letter to a Boston U. alumnus, A. A. Schechter, then shaping the mold of broadcast journalism as director of NBC's news department, got him a job with the network.

From NBC he moved to Ted Christie Advertising, where he recorded interviews with visitors to New York for use on their home town radio stations. Then to WRJN Racine, Wis., as announcer-writer; to Chicago where he wrote and acted on the Household Finance network program and was a member of Blair Walliser's daytime drama stock company at WGN, to the U. of Minnesota for graduate work in speech and advertising (working meanwhile at WCCO Minneapolis and at KUOM, the university station). Three weeks as a reporter in Lincoln, Neb., were enough to send him back to business at Chapman's Department Store in Milwaukee and then to John Irving Shoe Co. (where he'd worked in Boston) as assistant manager in Norfolk, Va. In pre-war January 1941 he joined the Air Force, but by April he was back with Irving Shoe. Then came Pearl Harbor; by January 1942 he was in the Sea Bees.

Confusion was rampant; morale was low; he thought a camp paper might help and launched the weekly mimeographed *Bee-Lines*. A copy caught an admiral's eye. *Bee-Lines* became the official paper of the corps. Yeoman Carson was commissioned and sent to Casablanca.

There he met Andre Baruch, veteran announcer, and in no time the two had a radio station on the air entertaining service personnel in North Africa with scrounged phonograph records and shows written by Carson and produced by Baruch. Mr. Baruch also introduced Ensign Carson to an Army Nurse, Maida Berger, who became Mrs. Carson in Oran Oct. 27, 1943 (Navy Day). Two years later Ralph (then a lieutenant) would up the war as a combat correspondent in Europe.

THE CARSONS planned on settling in New York but a family visit took them to California and there they stayed. First he worked for six months in the advertising department of Packard-Bell, then opened his own agency, Ralph Carson Advertising ("RCA for short").

In January 1950 he and Jack Roberts formed Carson/Roberts. Their accounts range from ceramics to electronics to tv programs (Mark VII, producer of *Dragnet*) to toys. Under C/R guidance, Mattel Inc. has become one of the country's largest toy makers and the first to break the pre-Christmas only advertising pattern and become a year-round advertiser. One of the original sponsors of ABC-TV's *Mickey Mouse Club*, Mattel has just signed a $1 million contract for once-a-week sponsorship of that program for the year starting in October.

But most C/R clients are in the California fashion field. To date they have used mostly print media but Ralph Carson thinks this will soon change. Color television, he believes, will be the fashion medium of the future.

The Carsons and their children, Carey, 11, and Janice, 9, live in the Los Angeles hills overlooking the UCLA campus. Ralph's favorite sport is tennis, but he devotes more time to his duties as den father of a Cub Scout pack.

# WKMH

## DETROIT'S DOMINANT SPORT STATION

**Tops them All in our**
**New Studios**
**atop the**
**Sheraton-Cadillac**

**bringing you the**
**DETROIT TIGERS, LIONS, U. of M. GAMES**

We could almost toss a baseball from our new sky-high studios into Briggs Stadium . . . where WKMH sports broadcasts originate! For maximum results in Michigan's biggest market at lowest cost per thousand, put your money on WKMH and the Knorr Network. 5,000 watts going strong — 24 hours a day!

**Save up to 15% by using 2 or more of these powerful stations**

USE 4 OR 5 STATIONS
**...SAVE 15%**

USE ANY 3 STATIONS
**...SAVE 10%**

USE ANY 2 STATIONS
**...SAVE 5%**

**WKMH** Dearborn-Detroit
**WKMF** Flint, Mich.
**WELL** Battle Creek, Mich.
**WSAM** Saginaw, Mich.
**WKHM** Jackson, Mich.
Jackson Broadcasting & Television Corp.

WK MH
RADIO HUB OF THE MOTOR CITY

**KNORR BROADCASTING CORP.** Fred A. Knorr, Pres.
Represented by Headley-Reed

*television's most celebrated series*

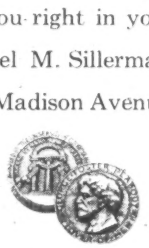
# LASSIE

*now available for the first time*
*to help you sell locally*
*. . . titled*

# JEFF'S COLLIE

©L.P.I. 1958

Honored in two successive seasons with the Emmy, and with the Peabody Award, its greatest fame is in the marketplace where it has attained a brilliant sales-producing record, far outrating all series placed in opposition on the networks. As JEFF'S COLLIE, it will do the same for you right in your own market. Wire or phone Michael M. Sillerman, Executive Vice-President, TPA, 488 Madison Avenue, New York City, Plaza 5-2100.



PEABODY AWARD

THE "EMMY"

tpa

*Television Programs of America, Inc.* 488 Madison Ave. · New York 22 · PL 5-2100

In any category, at any time, WSPD is first in Toledo radio. By every rating standard, WSPD has more audience—across the board—than the *next two stations combined*. But with this solid dominance, SPeeDy continues to maintain it with leadership in the community through public interest programming, 24-hour news reporting, top talent and features, and continuous audience promotion. In being *first for 37 years*, SPeeDy makes sure that in planning any radio advertising campaign—it only takes one to take Toledo!

"Famous on the local scene"

**WSPD**

SPeeDY

NBC RADIO in TOLEDO

National Representative: The Katz Agency
National Sales Director: M. E. McMurray
625 Madison Ave., N. Y. • 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

# Storer Radio

| WSPD | WJW | WJBK | WIBG | WWVA | WAGA | WGBS |
|---|---|---|---|---|---|---|
| Toledo | Cleveland | Detroit | Philadelphia | Wheeling | Atlanta | Miami |

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 20 MAY 19, 1958

# OVERSIGHT GOES AFTER TV LICENSES

- **Dual attack hits FCC's criteria for grants, station transfers**
- **Harris hints scandal about applicants' approaches to Commission**

Rep. Oren Harris of the House Legislative Oversight Subcommittee has his eye on tv licensees. He may put his finger on some of them this week.

Getting up steam after a relatively-peaceful interlude, the subcommittee last week heard testimony that (1) the FCC is inconsistent in applying criteria for tv licenses and (2) "*pro forma*" station transfers subvert FCC decisions by awarding channels without comparative hearing.

Even more headline-provoking was Rep. Harris' hint that he is about to disclose "sensational facts" about improper approaches to the FCC by tv applicants. Further, it was learned the subcommittee feels that several station owners stand to lose their licenses as a result of illegal activities.

The subcommittee last Thursday did the spadework for this week's "eye-openers" with testimony on 20 comparative cases and sales of tv stations by two staffers (see right). Rep. Harris promised there will be interesting information developed and that it "probably will open the eyes of a lot of people as to whether the law has been followed," particularly by litigants before the Commission.

He vehemently denied that recent repeated "whitewash" charges against the subcommittee, appearing in the Knight newspaper chain and syndicated columns, had anything to do with the current phase of hearings.

Witnesses scheduled to appear before the subcommittee—outside of its own staff—have been and still are a jealously-guarded secret. Rep. Harris would say only that witnesses would be called.

[Tuesday and Wednesday of last week were devoted to testimony from the FCC on patents (story page 76).]

Robert McMahon, a recent addition to the subcommittee staff and a candidate for a PhD in Communications, gave a lengthy report on the transfer of tv stations. "Of all the methods and means whereby an individual or corporation is awarded a license to operate a radio or television station, the bestowal of license through the back door of transfer stands out as perhaps the most significant," he said.

"With few exceptions, the FCC transfer approvals since 1952 have been *pro forma*," Mr. McMahon charged. The demand for vhf channels and inflation in station prices "are encouraged by knowledge . . . that a transfer proceeding before the FCC is a mere formality," he said.

"Exorbitant prices are demanded for stations with a substantial premium being paid for the license itself," the witness stated. "Frequently the price factor was completely ignored [in Commission approval] . . . Such payment is not a compensation for developing a successful station, but reward for merely acquiring a license."

Also, Mr. McMahon charged, the "exorbitant" prices lead to over-commercialization and poorer programming. "It is obvious that there is no necessary relationship between the person willing to make the largest investment and the most competent operator."

"A further outgrowth of excessive price is stimulation of trafficking in licenses," Mr. McMahon determined. "Trafficking raises a serious threat of inferior and mediocre standards of broadcasting . . . There is grave inconsistency in providing elaborate procedures for licensing to determine the best qualified applicant only to have the basis for the decision shattered by a transfer."

Mr. McMahon made the following conclusions:

"Even without additional legislative guidance and standards, the FCC could considerably strengthen its regulation of transfers. A showing of some public benefit to be derived from each transfer could be required. The Commission could impose its own discretionary limitation on excessive sale prices without doing violence to legislative authority. In addition, the Commission could and should be more willing to consider evidences of trafficking.

"There have been occasions when, after long and complicated comparative hearings have been held to choose the best applicant for a tv channel, the winning applicant has, soon after receiving the grant, transferred his permit for construction and dissipated the very grounds for the Commission's decision." [He cited KLZ-TV Denver.]

"Stations have been sold for large sums of money where actual operation has barely begun, and where indications were that buyer was basically purchasing a channel allocation since seller had little else to sell." [He cited KLZ-TV.]

"Stations have been sold such a short time after original grants have been made as to question the applicant's good faith in applying." [Again, KLZ-TV.]

"In one substantial case, a successful applicant in a comparative hearing soon afterwards entered into an agreement with some of the unsuccessful applicants with the result that an applicant which the Commission decided originally was not qualified to

### THE TWENTY CASES IN HARRIS' SIGHTS

The House Legislative Oversight Subcommittee staff last week served notice of displeasure with what has happened in 20 tv cases. It cited six as examples of licensees (sometimes losing applicants) getting into markets through station purchases, and 14 as cases which demonstrate unreliability of FCC criteria in making original channel awards.

**THE SIX:** *St. Louis (involving chs. 2, 4 and 11); KLZ-AM-TV Denver; WVUE (TV) Wilmington, Del.; KMGM-AM-TV Minneapolis; WANE-TV Fort Wayne, and the Providence, R. I., merger.*

**THE FOURTEEN:** *Sacramento ch. 10; Boston ch. 5; Hartford ch. 3;Indianapolis ch. 13; St. Louis ch. 11; Miami ch. 7; Jacksonville ch. 12; Tampa ch. 8; Denver ch. 7; Seattle ch. 7; Madison ch. 3; Knoxville ch. 10; Norfolk ch. 10; New Orleans ch. 4.*

receive the grant was given the channel and the original grantee purchased an existing outlet in the same community." [He cited the St. Louis case. The "unqualified" applicant referred to (220 Tv Inc.) actually was found "qualified' by the FCC but did lose the contest.]

"There are instances of an increasing tendency toward vertical integration in the communications industry and its component distributors, producers, and exhibitors of programs." [He cited KMGM-TV Minneapolis.]

"There are numerous instances of increasing concentrations of ownership of broadcast facilities in major markets.

"The Commission's responsibility to decide which applicant is the most 'qualified' among applications for mutually exclusive grants has on a number of occasions been taken out of its hands by various 'deals' among competing applicants. In some cases one is "bought off" by the other, or makes certain promises and arrangements for the other's withdrawal. Often these deals are made in the name of 'getting television service more quickly to the public'."

Mr. McMahon discussed in detail the sale of KLZ-TV Denver to Time Inc. (four months after the station went on the air) and the CBS purchase of ch. 4 (KWK-TV) St. Louis soon after the network had received a grant for ch. 11 there over four competing applicants.

He will be back tomorrow (Tuesday) to finish his testimony on other cases prepared (see box) and to give additional information on ch. 2 St. Louis—under direct mandate of Rep. Harris. During Mr. McMahon's testimony, Rep. Harris said it appeared the applicants at times decide for themselves who is to get a channel through "chicanery and skullduggery." Rep. John Moss (D-Calif.) said it appeared the FCC had "voluntarily abdicated" its functions to CBS in the St. Louis case and that the network had forced an affiliate (KWK-TV) to "knuckle under."

Mr. McMahon also entered documents into the record which showed (1) comparative tv cases in which competing applications were dismissed because of mergers or other agreements; (2) a time study of comparative cases before the FCC since July 1954; (3) pattern of ownership in top 100 markets, and (4) a record of tv station sales since January 1956.

James P. Radigan Jr., on loan to the subcommittee from the Library of Congress, gave a detailed study on reasons for FCC decisions in 14 comparative tv cases. "It is apparent that the FCC decisions are not governed by the rule of *stare decisis*," he said.

The Commission rules contain no provisions for making tv grants, as do those for am, Mr. Radigan pointed out. He listed these criteria as those followed by the FCC in comparative tv cases: local ownership, integration of ownership and management, participation in civic activities, diversification of occupations, broadcast experience, past broadcast record, planning and preparation (for proposed station), program policies, program proposals, studio proposals, staff proposals and diversification of control.

In each of the 14 cases studied, he said, "it would have been impossible to predict in advance the degree of weight which would be given to each of the foregoing criteria." In summarizing the representative cases, he attempted to prove that in one instance, for example, a grant was made because an applicant owned a local newspaper while in another instance the grant was denied for the same reason.

In other cases, he said, applicants were both successful and unsuccessful because they owned other broadcast properties. The FCC's defense has been that it is necessary to decide each case on an individual basis, with certain criteria more applicable in some instances than others.

Rep. Harris said it will be necessary for the FCC to show why each case must be considered on an individual basis.

Mr. Lishman observed that the witness study raised "serious doubts as to whether there is any consistency in the application of any standard" by the FCC. Rep. Harris promised that other witnesses, as yet unnamed, will further develop Mr. Radigan's study. Specifically mentioned were Denver ch. 7, Miami ch. 7 and St. Louis chs. 2, 4 and 11.

## Transfers, merger under scrutiny

*There were five station sales and one merger agreement submitted to the House Legislative Oversight Committee by Robert D. McMahon, committee staff employe. They are:*

**KWK-TV St. Louis,** sold to CBS in 1958 for $4 million, with CBS relinquishing its cp for ch. 11 St. Louis to 220 Television Inc., which in turn issued $200,000 in 3% debentures to other unsuccessful applicants, St. Louis Telecast and Broadcast House Inc. Question raised is whether the FCC should permit a tv channel to be turned over to an applicant found less competent.

**KLZ-AM-TV Denver, Colo.,** sold in 1954 to Time Inc. subsidiary for $3.5 million, after winning comparative hearing in 1953. Question raised is whether action renders Commission hearing processes "meaningless" when winning applicant can sell station to entity which would not have measured up to standards on which original grant was made.

**WVUE (TV) Wilmington, Del.,** sold in 1955 to Paul F. Harron (WIBG-AM-FM Philadelphia) for $3.7 million and in 1957 all three stations sold to Storer Broadcasting Co. for $5.6 million. Question raised involves city straddling.

**KMGM-AM-TV Minneapolis, Minn.,** sold in 1956 to United Television Inc. for $1.5 million and in 1957 75% of KMGM-TV sold to National Telefilm Assoc. for $650,000. Questions raised involve whether FCC should set minimum period of ownership before licensee may sell; vertical integration of broadcast stations and companies which have other business to which priority is given; and antitrust issue (NTA is subject of antitrust complaint by Dept. of Justice).

**WINT (TV) Waterloo, Ind.** (now WANE-TV Fort Wayne), sold in 1956 to Universal Broadcasting Co. (Bruce McConnell) for $500,000, who in two months sold WINT, plus other Universal properties (WISH-AM-TV Indianapolis, WANE Fort Wayne) for $10 million to J. H. Whitney & Co.'s Indiana Broadcasting Corp. Questions raised involve diversification criteria and whether requirements be established that station be held a minimum period before selling.

**The merger** involved Providence, R. I., ch. 12 which was granted in 1953 to Cherry & Webb Broadcasting Co., following a merger agreement with other applicants, Hope Broadcasting Co. and Greater Providence Broadcasting Co. Part of the agreement involved an option held by Cherry & Webb to buy back for $205,000 plus a $62,500 consultancy the 20% interest in merged company held by Greater Providence principals Robert T. Engles and C. George Taylor. Questions raised involve private commercial transactions with high profits obviating need for hearing; whether Sec. 1.366 permitting dismissal of applications without requirement for FCC permission is conducive to strike applications, quickie grants or "pay offs."

## 14 cases with criteria in conflict

*These are the 14 "representative" comparative tv hearing cases used as illustrations by House Legislative Oversight committee staff employe James P. Raddigan Jr. (using his data, secured from FCC records):*

**Sacramento, Calif., ch. 10**—Granted Sept. 29, 1954, to Sacramento Telecasters Inc. (now KBET-TV) and denying McClatchy Broadcasting Co. Sacramento was preferred on the ground it was free from ties with other mass media in Sacramento and Central Valley of Calif. Examiner recommended grant to McClatchy.

**Boston, Mass., ch. 5**—Granted April 24, 1957, to WHDH Inc. (now WHDH-TV) and denying Greater Boston Television Corp., Massachusetts Bay Telecasters Inc., and Allen B. DuMont Labs. WHDH *(Boston Herald-Traveler)* preferred on ground its showing overall overcame its weak showing in mass media factor. Examiner recommended grant to Greater Boston.

**Hartford, Conn. ch. 3**—Granted July 18, 1956, to Travelers Broadcasting Service Corp. (now WTIC-TV) and denying Hartford Telecasting Co. Travelers preferred on superiority of all comparative factors except that of mass media diversification. Examiner recommended grant to Travelers.

**Indianapolis, Ind., ch. 13**—Granted March 6, 1957, to Crosley Broadcasting Corp., (now WLWI [TV]) and denying Indianapolis Broadcasting Inc., WIBC Inc., and Mid-West Tv Corp. Crosley preferred because of past broadcast record and ex-

perience. Examiner recommended grant to Mid-West.

**St. Louis, Mo., ch. 11**—Granted March 27, 1957 to CBS and denying 220 Television Inc., St. Louis Telecast, Broadcast House Inc. and St. Louis Amusement Co. (which dropped out of case during hearing). CBS preferred because of past operation of station KMOX St. Louis and superior overall comparative showing. Examiner recommended CBS.

**Miami, Fla., ch. 7**—Granted Jan. 18, 1957, to Biscayne Television Corp. (now WCKT [TV]), denying East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp. Biscayne preferred on integration of ownership and management, broadcast experience, civic activities and past broadcast records of principals. Biscayne is combination of Cox and Knight newspaper-broadcast interests plus Niles Trammell, former NBC president. Examiner recommended Biscayne.

**Jacksonville, Fla., ch. 12**—Granted Aug. 29, 1956, to Florida-Georgia Television Co. (now WFGA-TV), denying City of Jacksonville and Jacksonville Broadcasting Corp. Florida-Georgia preferred on broadcast experience, integration of ownership and management and diversification of business background of principals. Examiner recommended Jacksonville Broadcasting Corp.

**Tampa, Fla., ch. 8**—Granted Aug. 4, 1954, to Tribune Co. (now WFLA-TV), denying Pinellas Broadcasting Co. and Tampa Bay Area Telecasting Corp. Tribune Co. preferred because of overall superiority. Examiner recommended Tribune Co.

**Denver, Colo., ch. 7**—Granted June 26, 1953, to Aladdin Radio & Television Inc. (now KLZ-TV), denying Denver Television Co. Aladdin preferred on superiority in all factors except diversification. Examiner recommended Aladdin.

**Seattle, Wash., ch. 7**—Granted July 25, 1957, to Queen City Broadcasting Co. (now KIRO-TV), denying KXA Inc. and Puget Sound Broadcasting Co. Queen City preferred on past performance, awareness of local needs. Examiner recommended Queen City.

**Madison, Wis., ch. 3**—Granted Dec. 7, 1955, to Radio Wisconsin Inc. (now WISC-TV), denying Badger Television Co. Radio Wisconsin preferred on diversification of mass media factor. Examiner recommended Badger Television.

**Knoxville, Tenn., ch. 10**—Granted Jan. 11, 1956, to Radio Station WBIR Inc. (now WBIR-TV), denying Scripps-Howard Radio Inc. and Tennessee Television Inc. WBIR was preferred on its established broadcast record. Examiner recommended WBIR.

**Norfolk, Va., ch. 10**—Granted May 29, 1956, to Portsmouth Radio Corp. (now WAVY-TV), denying Beachview Broadcasting Corp. Portsmouth preferred on comparative superiority in all factors except diversification. Examiner recommended Beachview.

**New Orleans, La., ch. 4**—Granted July 11, 1956, to Loyola U. (now WLW-TV), denying Times-Picayune Publishing Co. and James A. Noe & Co. Loyola preferred on past broadcast record and diversification of mass media. Examiner recommended Times-Picayune.

ADVERTISERS & AGENCIES

# TV BOWS AMONG GLOBAL MEDIA ON INTERNATIONAL ADV. AGENDA

- **U. S. broadcasters address IAA New York convention**
- **Tv dominates exhibits by U. S., Latin organizations**

Television—"the fabulous infant"—last week made its official debut on the agenda of the 10th annual convention of the International Advertising Assn. in New York. Though tv has been talked about on-and-off over the past three years at IAA conventions, such talk had usually been confined to the corridors where international media organizations and other service groups staged their exhibits. This year, even the exhibits grew in size and scope as MCA-TV International and a number of Latin American broadcasting organizations left radio far behind, stressing tv and syndicated film programming.

Furthermore, more than 800 advertising and agency executives representing over 50 nations filed into the grand ballroom of the Hotel Roosevelt Thursday afternoon to listen to some serious talk about international tv from a group of U. S. broadcast executives.

Statistically, tv at last qualifies as "a global medium." Since the start of 1957, 200 new tv stations have gone on the air to make a world-wide grand total of 530 tv stations (outside of U. S.) according to Television Bureau of Advertising, whose national sales director, Halsey V. Barrett, addressed the delegates Thursday. This 60% jump in stations-on-air was complemented by a 52% gain in set usage, from 4.9 million to 7.4 million. With U. S. station count included, world sets-in-use may surpass 69 million. Outside of U. S., there are 21,615,750 sets in use (last official census having been made in February this year) of which Canada claims 2.9 million. Noted Mr. Barrett: "This is a far greater rate-of-increase than the current growth of U. S. television which added 6.2% new stations in 1957 and enjoyed a 12% increase in sets."

Tv's rapid growth, explained the broadcasters, has necessitated some "drastic evaluation" of world-wide media.

David Polinger, an ABC-TV account executive, former general manager of WAPA-TV and commercial manager of WKAQ (TV), both San Juan, P. R., cast a critical eye on the current practices and needs of international television.

Among his findings: that many syndicators of dubbed tv films and their international distributors "occasionally price a series not consistent for an equitable purchase in the market;" that much impact is wasted abroad because international advertisers are emulating their domestic colleagues by overemphasizing ratings (". . . many afternoon, late evening and other lower-rated periods can provide an excellent cost efficiency and do deserve closer scrutiny"); research information is fine but not enough: what is "needed, but often lacking" is sales promotion information. Also, Mr. Polinger pointed out, "since many decisions for international tv are consulted and finalized in the U. S., it is in the interest of the tv station by means of kinescopes, program material, pictures of local personalities, releases regarding film purchases, to make easy the job of buying international television. Advertisers should expect more and more of this type of service and the stations should provide it." Mr. Polinger also urged stations to take the pains to explain to international advertisers the reason for rate card changes.

Mr. Polinger's "pet peeve" is the advertiser "who suddenly blasts into your market saying, 'Gentlemen, we're going to spend a lot of money in your market! Let's have the best deal, and I don't mean rate card.'" Commented the ABC-TV sales executive: "Tv management is proud of its medium and the selling job it consistently performs, inexpensively reaching and selling a large market. How insulted would this same advertiser be if he were informed his product was absolutely worthless and that it should be sold for at least half the price. A tv station's product is time and it's as sacred to the station as a consumer product is to the manufacturer, wholesaler or retailer. . . . And the advertiser who approaches international television (in such a manner) certainly neither respects the medium nor is assisting in providing the standardization of international operation necessary for the industry." Confidence in a station, he as-

## QUARTER'S SPOT TV UP 1.8%

Spot television spending in the first quarter of 1958 continued to move upward, rising 1.8% over the same period of 1957 to reach a total of $119,062,000, President Norman E. Cash of TvB is announcing today (Monday).

Mr. Cash said that "with first-quarter 1958 reports in other media showing declines, television is the only major mass advertising medium to show an increase over the same period last year."

The first-quarter spot total this year compares with $116,935,000 in the first quarter of 1957. While this came to a gain of 1.8%, Mr. Cash said that "an anaylsis of 275 stations reporting during both the first quarter of 1957 and 1958 showed an increase of 2.4%."

The quarterly spot reports are compiled for TvB by N. C. Rorabaugh Co. A breakdown showing expenditures by leading advertisers will be issued shortly.

serted, can only be built through tv "success stories." It cannot write them nor will station management write them—via providing such extra "pluses" as trade mailings, etc.—unless it has won the client's respect to begin with.

Mr. Polinger also blasted the "concept" —practiced especially in certain Caribbean and Latin American markets—of having large advertisers set up one-man house agencies which, "by sheer weight of the tremendous dollar volume to be spent in the market demand . . . the [15%] agency commission. This type of advertiser plays one station against the other, succeeds with one and literally forces the others into this unethical practice . . ." These same advertisers, Mr. Polinger maintained, "here in the U.S. employ the largest advertising agencies, and my question here is why should the international tv station be embarrassed in this manner?" Mr. Polinger, noting that this is "an obvious violation of the principles upon which [the IAA] exists," urged the association to make a "concerted effort" to regulate the commission system abroad where U.S. companies are involved.

Mr. Barrett, while placing considerable emphasis on the "commercial angle" of global tv, stressed international television's sociological, political and moral aspects. He called on the delegates "to see to it that this powerful social force helps to surmount

*"Some girls think summer / means stockings goodbye. If that's your trick, you're an / un-hip / chick . . . here's why:* **(1)** *She may have spent a fortune on the newest shoe / have twice as many dresses as the others do / though she wears bracelets to here . . .* **(2)** *. . . mink up to her ear / a lady isn't dressed unless her legs are too.* **(3)** *She may have her hair done in the latest 'do' . . .* **(4)** *. . . the magazines may say her shape is madly new / Though she's sporting a tan that could dazzle a man . . .* **(5)** *. . . a lady isn't dressed . . .* **(6)** *. . unless her legs are too!"*

**PREVIEW**

## DDB'S high fashion art moves into television

Doyle Dane Bernbach, New York, is no stranger to the high-fashion, ultra-slick and sometimes *avant-garde* school of visual advertising. Its trademark: lots of white space, big, black and bold type faces, and a minimum of copy (and that the relaxed kind).

Come June 13, DDB partisans will see the latest effort, a virtual transplanting of the high-fashion print ad to network television. Premiering on Chemstrand Corp.'s *Jefferson Drum* (Fri., 8-8:30 p.m., NBC-TV) will be a 60-second spot on behalf of Chemstrand nylon yarn which, in effect, is little more than a series of glamorous still photographs of model Betsy Pickering by freelance fashion photographer Bill Helburn, synchronized with a musical jingle and played off in a fast, stop-motion sequence so as to give viewers the illusion of motion.

Chemstrand Corp. is not mentioned until the very last three seconds; the rest of the sell dwells on nylon stockings and the fact that "a lady isn't dressed unless her legs are too." While the commercial initially will be seen on network, there's a distinct possibility that it will be used in a tv spot campaign underwritten by the National Assn. of Hosiery Manufacturers Inc.

According to DDB vice president-copy chief Phyllis K. Robinson, who wrote the commercial with composer Mitch Leigh, only key words of the "sell" are repeated visually to "accentuate the visual" and to "create an exciting staccato effect" which "also gave us frame-by-frame control." DDB art director Bob Gage got together with Transfilm Inc.'s John Cuddy to devise a system whereby black animation cells would slowly focus viewer attention to the model's legs, while Transfilm cameraman Eli Levitan worked out a means with photographer Helburn whereby still photos could be made to behave like running film. Others playing a large part in the production: DDB producer Don Trevor and his Transfilm contemporary, Bob Bergmann.

Mrs. Robinson hewed to the traditional DDB policy of letting the pictures do most of the "talking." Her Broadway-type musical introduction sets the mood, but it's the visual impression that does the selling.

the confusions and limitations of the language barriers and the 50% illiteracy that still blights the human race." He also touched on the overwhelming success in Moscow of Texas pianist Van Cliburn and in New York of Sol Hurok's imported Moiseyev Ballet Troupe. "Consider for a moment the goodwill and understanding . . . (should) . . . television be able to further this flow of cultural exchanges . . ."

The TvB executive, in tracing tv commercial history in the U.S. and recounting such tv success stories as that of Lestoil, also talked sales-sense. Just because tv "is a very powerful advertising medium . . . does not mean that it is an easy medium to use." His advice to "our international friends"—"walk before you run in television." He suggested that foreign advertisers and agencies look upon the past decade of U.S. trial-and-error tv as a "laboratory" where one may learn from "our mistakes." He counseled, "Please do not let the size of U.S. television disqualify our successes and our failures in your mind. In truth, all tv is as local as the hearthside it reaches and U.S. tv commercial sponsorship ranges from the country grocery store in . . . Vermont, spending $50 a week to draw customers into the store (increasing sales volume from $2,500 to $6,000 a week) to Procter & Gamble Co. which last year spent over $72 million in network and market-by-market tv because, as the president of P&G says, 'Television sells goods economically'."

Alfred R. Stern, director of international operations for NBC, found that after "completing a 40,000 mile trip around the world, visiting tv systems in . . . Britain, Austria, Germany, Japan, Hong Kong, Malaya, the Philippines and Australia," he came away with "one conclusion: that state-owned and operated tv is not enough and that privately-controlled, e.g. commercial, television is needed to round out the wealth of cultural programming with mass entertainment." Private or commercial tv, Mr. Stern pointed out, also "provides the competition which adds so much vitality to tv programming." He cited as an example the titanic rivalry between BBC and Independent Television Authority in Great Britain. Though Europe is perhaps more sophisticated about commercial tv than other foreign areas, he said, an Italian advertiser—because there are only "four commercial positions available each day" on Italian government tv—"might have to wait two years before getting a commercial on the air," and that "when a campaign is over, one has to go to the end of the line and wait one's turn again."

He told the international gathering that tv's costliness (as against radio's relative economy) makes state responsibility for tv development illogical and prohibitive. Only private capital—and commercial operation—can aid the growth of international tv, said Mr. Stern, in reading a "commercial" on behalf of NBC International Ltd. which recently has "invaded" such countries as Yugoslavia to help, via counsel and private investment, to set up new tv stations.

# A CALCULATING LOOK AT RADIO '58

Texaco products are sold effectively by intensive radio spots and by the quiet approach of Metropolitan Opera broadcasts, according to the agency executive who buys time for Texaco—Jerome Feniger, vice president of Cunningham & Walsh, New York.

But Mr. Feniger is unhappy about radio, model 1958, and he handed out a sound spanking last Tuesday at the Radio Month luncheon of the Washington Ad Club.

What annoys him most are jukebox programming that can bore the 75% of people who are over 14 years of age, and the overcrowding of commercials.

These and other radio danger signs moved Mr. Feniger to offer a set of suggestions designed to increase the medium's attractiveness to advertisers and to avoid reduction of its effectiveness.

## RADIO—SUCCESSFUL SALESMAN

A year-and-a-half ago, Mr. Feniger recalled, Cunnigham & Walsh faced the problem of introducing Texaco's new Sky Chief Su-preme gasoline from coast to coast in gradual stages. "This called for a new creative platform," he said, "and C&W turned one out that we're very proud of—The Tower of Power. With catchy commercials we rapidly established The Tower of Power as the place to buy this great new gasoline."

The campaign used radio saturation flights of four weeks each, 80 to 100 spots per market per week, scheduled to reach men primarily since they buy most of the gas and oil. Besides spot radio C&W used heavy spot tv and announcement-type newspaper ads. "This media mix seemed to do the job quickly, efficiently and effectively," he said.

In contrast, the Metropolitan Opera broadcasts sponsored by Texaco on Saturday afternoon for 18 years have included less than two minutes of total commercial time (modest sponsor identification only) in four hours of broadcast time. Mr. Feniger continued:

"We know that these broadcasts direct from the stage of the Met do a threefold job—selling Texaco products in addition to the good work they do in the institutional and brand image areas. This fall the Met broadcasts will be on CBS and we know that even more listeners than ever before will be hearing these performances."

And radio is creative, Mr. Feniger said, citing the impact when listeners were told "that Contadina did indeed put eight great tomatoes in that itty-bitty can. Wild—sure it is—but it sold a hell-of-a-lot of tomato paste for our client."

He emphasized the selling power of the human voice—the local personality with listener confidence who can direct them to the product. "We're using Arthur Godfrey right now to sell Sara Lee cheese cake, coffee cake, chocolate cake and brownies on the CBS Radio network and he's doing a grand job," he said. "We give him the copy platform and he sells the goods. You can have confidence in the ability of such talent to do a great job of personalized selling for you."

C&W'S JEROME FENIGER
HE MIXES COMPLIMENTS AND CRITICISMS

As to spot, he said, "Spot broadcasting offers great flexibility and the opportunity to move in, do the selling job and move out, or move on to use a revolving budget fund in other markets. For accounts like Colgate, Jergens, Sunshine biscuits, Narragansett beer and many others, we've found this technique most effective."

C&W finds sports broadcasts do "a real selling job" for Narragansett beer and Texaco, using regional baseball, football and sports news wrap-ups, he said.

## RADIO DANGER SIGNS

Local radio is facing the boredom problem, in Mr. Feniger's opinion. "I feel that many local facilities are being down-graded, milked, over-commercialized and programmed at the mythical level of the 8th grade mind—which we all know is a fallacy," he said.

"Let's face it, the radio station that's run like a jukebox, programming a never-ending procession of the so-called top 40 tunes with little or no news or service programming, is certainly a bastardization of the true potential of the medium."

He recalled the observation by Mitch Miller, of Columbia Records, that the "pre-shave crowd" make up 12% of the population but "0%" of the buying power except for juvenile items [STATIONS, March 17], adding:

"This is strong language but it bears some thoughtful perusal. Certainly, a lot of the

music on the radio today is designed to build up a boredom factor among many of the 75% of the people in the country over 14 years of age. Certainly, anything that tends to increase the boredom factor in radio is bad for advertisers, agencies, broadcasters and listeners alike."

Mr. Feniger continued, "It's bad for the broadcasters for they can eventually commit a form of hari-kari on the goose that's been laying some very golden eggs in recent years. It's bad for the listener because a great force in entertainment, enlightenment and information can be diluted in what it offers him."

And then the matter of too many commercials: "There are some radio stations around the country that make a tough job even tougher by trying to make a real killing every day," he said. "Little do they know that in this process they may be killing off the effectiveness of the medium. I'm talking about the operator who schedules six or even seven commercials every quarter-hour. We recently found one station that carried 11 commercials in one morning quarter-hour. It's probably not necessary to tell you that this particular station doesn't carry any of our business now.

"The human mind can absorb just so much in a brief period of time. Commercials scheduled back to back—regardless of how well they're written—really only cancel each other out and tend to turn radio into a background medium instead of a selling medium. You may feel that I'm talking about a mere handful of radio operators. I wish that I were. More and more we see stations programmed like a jukebox, scheduling little or no news of any consequence, jamming commercials together and letting the cash register tinkle its merry tune.

"To my mind this tinkle can stop in a real hurry when the agencies and advertisers sit down to analyze sales results. The unfortunate part is that, in many cases, the condemnation won't be directed at any group of stations but at the medium as a whole."

### HOW RADIO CAN IMPROVE

Mr. Feniger offered these six suggestions:

"Program for the whole audience—not the rock and rollers alone.

"Schedule news regularly, thoughtfully and effectively. Let's not forget about operating in the public interest, convenience and necessity.

"Be different in your approach. What's great for your competition isn't necessarily the end-all for your property.

"Hire talent that can sell your client's product in an effective and convincing manner.

"Give the commercials a chance to sell by sticking to reasonable limits in the number of spots you'll run in an hour.

"Give the agencies and advertisers some valid research to show not only how many listen but who they are, what they buy and how your station can sell them."

## Frigidaire's $6 Million Lands at D-F-S July 1

The $6 million Frigidaire account of General Motors Corp. will move to Dancer-Fitzgerald-Sample July 1.

The appointment, announced Wednesday by Herman F. Lehman, Frigidaire general manager and GM vice president, ended weeks of speculation about the account, which had been with Kudner Inc. almost three years.

D-F-S last Thursday still was busy setting up the handling of media for its newest account. All of Frigidaire's broadcast business will be placed through the agency's headquarters in New York. D-F-S is establishing a Dayton office to service other phases of account activity.

Ironically, a key D-F-S executive once associated with Frigidaire returns to the account as its top supervisor: Dr. Lyndon O. Brown, vice president in charge of media, merchandising and research at the agency. Dr. Brown is a former vice president of the old Lord & Thomas agency (predecessor to Foote, Cone & Belding) that had the account from 1935 through 1955.

While D-F-S had been considered among several "top ten" agency candidates for the Frigidaire business, favorite contenders had included Benton & Bowles, Compton Adv. and Tatham-Laird.

Frigidaire has been active in network tv (primarily as alternate-week sponsor of the ABC-TV *Patrice Munsel Show* with Buick) and to a lesser degree in spot television. Its national billings are understood to be considerably dwarfed by a reported $10 million co-op allocation (non-commissionable). At one time Frigidaire reportedly billed as much as $12 million.

The Frigidaire announcement, issued from Dayton, Ohio, said Dancer-Fitzgerald-Sample would handle its "major appliance advertising" for household refrigerators, food freezers, electric ranges and dryers and automatic washers. D-F-S is expected to formulate and administer advertising, sales promotion and training programs, with emphasis on merchandising directed to retail and wholesale sellers.

D-F-S' overall billing, according to an informed estimate, currently is running at about $82.5 million, with the radio-tv billing accounting for more than half. The agency, in fact, has a strong radio position and is active in both network and spot in tv and radio. It has ranked consistently in the top 10 broadcast agencies throughout the 50's.

Frigidaire represents the second multi-million dollar account added by D-F-S in the past five weeks. Last month it was appointed to handle certain Swift & Co. products (Pard dog food, Swift'ning, Jewel oil and shortening), worth perhaps $2 million. Leo Burnett Co. obtained other Swift products. [ADVERTISERS & AGENCIES, April 14].

The Frigidaire appointment automatically pulls D-F-S out of the running, if indeed it was a contender, for the competing Hotpoint "White Goods" account now split among three agencies. Hotpoint will continue hearing formal agency presentations the next two weeks, it was learned Thursday, before naming a single agency to handle its business, now placed through Maxon (appliances), J. R. Pershall Co. (trade) and Needham, Louis & Brorby (tv receivers).

While maintaining healthy radio-tv activity D-F-S had its ups and downs in 1957, picking up two accounts and dropping three [ADVERTISERS & AGENCIES, Dec. 30, 1957].

D-F-S was formed 35 years ago as Blackett-Sample-Hummert. The name was changed in 1945. It has had General Mills as an account all through that period. Other veteran accounts (25 years or more): Procter & Gamble and Sterling Drug. Its leading tv network accounts include American Chicle, General Mills, Liggett & Myers, L&M cigarettes, Nestle Co., P&G, Peter Paul and Sterling Drug.

Frigidaire's history has been an interesting one, antedating Foote, Cone & Belding's tenure when the account was serviced by its predecessor Lord & Thomas, starting about 23 years ago. FC&B was summarily dismissed in the summer of 1955 and Kudner took over under an overall General Motors advertising realignment program. Kudner also inherited several Frigidaire advertising personnel.

Kudner was notified of its dismissal "in the best interest" of all concerned last March, along with the loss of the GMC Truck and Coach Div. account.

McCann-Erickson subsequently landed the Buick and GMC Truck and Coach Div. business, adding about $25 million in new General Motors' billings [ADVERTISERS & AGENCIES, April 21, March 31, and Feb. 17].

At one time, despite denials of high-level officials, McCann-Erickson was felt in some circles to be in the Frigidaire picture, notwithstanding its association with Westinghouse (also white goods). Among other candidates for Frigidaire were D'Arcy Adv., Campbell-Ewald, Grey Adv. and Fuller & Smith & Ross.

## Kastor, Farrell Ties With Hilton & Riggio

Two well-known advertising agencies united under a new name Thursday. Effective June 1, Kastor, Farrell, Chesley & Clifford, an agency specializing in pharmaceutical advertising, will merge with Hilton & Riggio, dominant in package grocery goods advertising, to become Kastor, Hilton, Chesley & Clifford, a combination expected to be billing approximately $15 million annually.

The new agency will headquarter at 400 Madison Ave., New York, present site of KFC&C, and will continue to use the Harrisburg, Pa., office that principally services the Commonwealth of Pennsylvania account.

A liaison arrangement between Hilton & Riggio and Bradley, Venning, Hilton Ltd., Toronto, for such accounts as Shirriff-Horsey Corp. Ltd. (foods) also will be continued.

Among the broadcast-using accounts:

# Proof Again of WXEX-TV DOMINANCE!

***Here's what the March, 1958 ARB Metropolitan Report for Richmond shows:***

**1** **Sign-on to sign-off— Sunday thru Saturday— WXEX-TV has more ¼-hr. FIRSTS than any other Richmond area TV station***

**2** **7 P.M. to sign-off— Sunday thru Saturday— WXEX-TV rates FIRST in 46.7% of all ¼-hours. Station B—27.3%. Station C—26%.**

*When at least two stations are on the air. Excludes children's hours of 5 to 7 P.M. Monday through Friday.

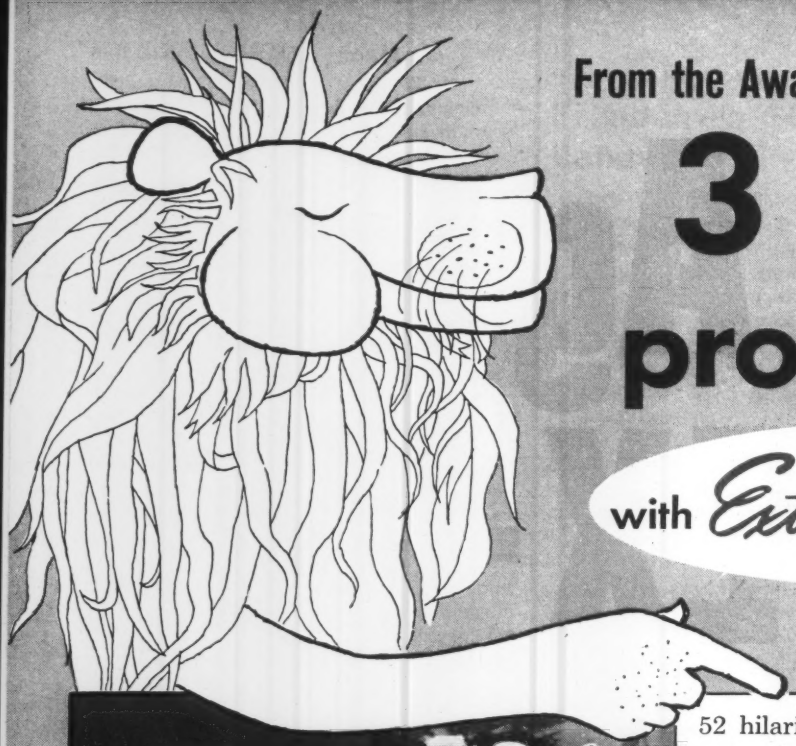
# WXEX-TV

Tom Tinsley, President

**NBC BASIC—CHANNEL 8**

Irvin G. Abeloff, Vice-Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.



From the Award-Winning MGM Library of Shorts...

# 3 great new program series

with *Extra Profit Potential*

## for local TV stations!

### OUR GANG COMEDIES

52 hilarious subjects never before shown on television. A perennially popular series that has enjoyed fabulous success everywhere and has a pre-sold viewer audience. Now start programming *newer* subjects than have ever been shown before—and watch the moppets skyrocket your ratings!

*Extra Profit Potential*

MGM-TV offers *unlimited runs* on these versatile films. Run singly as quarter-hour shows, or combined into half-hours . . . a natural any hour of the day . . . morning, noon or night.

### CRIME DOES NOT PAY

48 exciting crime stories with a point-of-view that makes them ever-timely. Dramatized in a documentary staccato style that provides perfect entertainment for prime evening hours. Starring such famous MGM names as Laraine Day, Robert Taylor, J. Carroll Naish, Van Johnson and others!

*Extra Profit Potential*

MGM-TV suggests that since each film runs only 21 minutes, they can be programmed as a 25-minute series, offering stations an extra profit-making 5-minute segment in which to slot news or weather reports. Ideal for spotting just before joining or leaving the network.

### JOHN NESBITT'S PASSING PARADE

69 breath-taking adventures in science, history, medicine or geography . . . scripted and narrated with the dramatic flair that made John Nesbitt famous. Designed for a family audience. Packed with prestige for bank, utility or insurance sponsorship.

*Extra Profit Potential*

MGM-TV considers these 10-minute films just right for the advertiser with a longer-to-tell message in a quarter-hour segment. Or follow these audience-winners with a 2-minute sponsored weather bulletin for extra profit pick-up.

**WRITE . . . WIRE OR PHONE TO LOCK-UP YOUR MARKET BEFORE IT'S SOLD!**

MGM-TV
A Service of
Loew's Incorporated

Richard A. Harper, General Sales Mgr. 1540 Broadway, New York 36, N. Y. • JUdson 2-2000

American Molasses Co. (Grandma's molasses), Amstel American Corp. (beer), Wilbur-Ellis Co. (Southern Star Bonito canned fish), Concord Hotel, Stop 'n Save Trading Stamp Corp., Vermouth Industries of America, *New York Journal American*, Drug Research Corp., Duff Baking Mix Corp.

H. Kastor Kahn, present board chairman of KFC&C will continue in that post in the new agency. Peter Hilton, president-treasurer of H&R, becomes president of KHC&C; Charles E. J. Clifford, now president of Kastor, Farrell, becomes vice chairman and W. S. Chesley Jr., chairman of the executive committee, continues in that post and also assumes that of treasurer. Other corporation officers: Lloyd G. Whitebrook, executive vice president; Robert L. Haag, senior vice president; Jack B. Peters, media-research vice president, and Franklin Ferry, merchandising vice president.

Hilton & Riggio will close its offices at 4 W. 58th St. the end of this month.

## Converted Clients Sing Psalms About WLBR-TV

A Pennsylvania uhf station took the mountain to Mohammed last week, in a reverse-English effort to sell even bigger mountains.

Instead of the orthodox junket in which stations take timebuyers to see the local markets, WLBR-TV Lebanon bundled some 65 of its local advertisers and their wives into buses, took them to New York and showed them off to the Mohammeds of Madison Avenue.

Officials of Triangle Publications, of whose station group WLBR-TV is a member, felt the ch. 15 outlet was not getting as much national business as it should. They were satisfied the uhf station could sell goods and they had 122 local advertisers to offer as proof. Their problem, then, was to convince national advertisers and their agencies.

Out of this situation came WLBR-TV's new twist to one of the oldest problems in sales promotion. How better to convince national buyers, they reasoned, than to let them talk to local advertisers who knew from experience what a station could do?

Triangle and WLBR-TV officials accordingly arranged a reverse junket. They sent out invitations to their local advertisers to spend a day and evening in New York, to mix and mingle with timebuyers and other agency people at a cocktail and dinner party.

Some 65 advertisers accepted. Last Wednesday, accompanied by their wives, they moved into New York, spent the afternoon at the Yankees-Orioles baseball game or at Broadway matinees. At 5:30 they converged at the Sheraton East Hotel, where they were joined by some 200 agency people for a cocktail party and then buffet dinner starring Pennsylvania Dutch foods with all the trimmings.

They told their stories in conversation, and after the dinner when WLBR-TV Manager Joe Zimmerman was making a little talk of greetings and thanks, a few of them arose to break in—like reformed sinners at an evangelistic meeting—and offered special testimonials. A Zenith dealer told how many space helmets he had sold in 13 weeks through WLBR-TV advertising; an investment company official said he was "happy to be on WLBR-TV" and an RCA Victor distributor said simply that "it's wonderful."

To make sure nobody missed the point, the station also had kits available, filled with copies of letters from WLBR-TV users, and key market data displayed on the wall amid the balloons and other decorations.

**GREG SULLIVAN** *(l) of Ted Bates & Co. and Irv Wilson (r) of Benton & Bowles get both management and client viewpoint on WLBR-TV from (l to r) Joe Zimmerman, general manager of the station; Harry L. Meyer, Lebanon Valley Petroleum Co. of Lebanon, sponsor of* Crayon Capers, *and R. Harcourt Darmstaetter of Darmstaetter's Department Store, Lancaster, which has an announcement schedule of WLBR-TV.*

**AROUND A TABLE** *and over a drink. Mike Donovan (l) of Benton & Bowles and Bill Smith (c) of Lennen & Newell get the word from WLBR-TV users l to r John Heisey, Sterling Wholesale Corp., Lebanon, sponsor of half-hour* Celebrity Playhouse; *Walter Hartz, Philco dealer in Lebanon who runs an announcement schedule, and John H. Sprecher, member of Lebanon Insurance Agents Assn., which carries participations in the WLBR-TV baseball schedule.*

**TWO OTHER** *WLBR-TV clients give their views to Edna Cathcart (l) of J. M. Mathes Inc. and Ann Janowicz (second from r) of Ogilvy, Benson & Mather. They are Howard Zackroff (second from l) of Klopp & Cetron Furniture Store in Lebanon and Wayne L. Shelly, DeSoto and Plymouth dealer, both underwriting announcement schedules.*

The Triangle group was headed by Roger W. Clipp, Triangle vice president and general manager, while WLBR-TV General Manager Zimmerman headed the station delegation. John Blair of the Blair radio and television representation firms, Ed Shurick of Blair-Tv and Richard L. Foote of Blair-Tv Assoc., representing WLBR-TV, also were on hand. In accompanying columns some of the visiting local advertisers are shown with some of the agency people they had come to sell.

# BUSINESS BRIEFLY

**WHO'S BUYING WHAT, WHERE**

**FATHER'S MUSTACHE?** • Schick Inc., Lancaster, Pa., planning four- or five-week television spot schedule to promote Schick electric shaver for Father's Day, June 12, in over 100 markets. Benton & Bowles, New York, is agency.

**'BLITZ' FOR CAPRI** • $1 million multimedia "blitz," with heaviest expenditures in network and spot tv, was launched May 15 by Paper Mate Co. for its new Capri Mark III "no skip" ballpoint pen. Commercials during eight-week campaign are being aired on Groucho Marx *You Bet Your Life*, Arthur Godfrey *Talent Scouts*, Art Linkletter *House Party*, *Your Hit Parade* and *Wingo* network tv shows; on *Gillette Cavalcade of Sports* (radio and tv), and in heavy spot tv drive in major tv markets. Three separate film commercials feature sportscaster Mel Allen, announcer George Fenneman and tv personality Linkletter. Agency is Foote, Cone & Belding. (Paper Mate is subsidiary of Gillette Co.)

**SOTHERN EXPOSURE** • General Foods Corp., New York (Maxwell House division and Post division), will sponsor *Ann Sothern Show* starting Oct. 6, Monday 9:30-10 p.m. on CBS-TV. Desilu Inc., Hollywood, will produce series. Miss Sothern will star as the assistant manager of New York's Barclay Hotel. Benton & Bowles, New York, is agency.

**SWEET STUFF** • Pet Milk Co., St. Louis, and General Foods Corp., White Plains, have announced mutual recipe promotion campaign on radio-tv and in magazines on behalf of ice cream topped with "ice cream sauces" made of Pet Milk and Jell-O instant puddings. Network tv-radio programs *(Edge of Night, DoYou Trust Your Wife? Grand Ole Opry*, etc.) will carry messages prepared jointly by Young & Rubicam (GF) and Gardner Adv. (Pet).

**FUN & GAMES** • Ideal Toy Corp. has started its annual television spot schedule in seven major cities, Melvin Helitzer, director of advertising, announced last week. Campaign uses up to 19 spots weekly, and will run until mid-July, promoting the new miniature Shirley Temple doll and Tyrannosaurs Rex Dinosaur hobby kit. Grey Adv., New York, is agency for Ideal Toy.

**TASTE TEST** • Wilshire Club Beverages, Los Angeles, will start spot radio drive June 15 in Southern California, using 106 spots weekly for 13 weeks on KBIG Avalon (Catalina), KFOX Long Beach, KABC and KLAC Los Angeles, KXLA Pasadena, KDAY Santa Monica. Jingles are being produced by Del Porter; campaign is placed by MacManus, John & Adams, L.A.

**CANINE CARE** • Polk Miller Products Corp. (Sergeant dog care products), Richmond, will launch three-month summer campaign, using total of 17 one-minute announcements on NBC-TV's *Jack Paar Show* (Mon.-Fri., 11:15 p.m.-1 a.m.) starting June 3, and 21 one-minute announcements on ABC-TV's *American Bandstand* (Mon.-Fri., 3-3:30 p.m.) starting June 5 Agency: N. W. Ayer & Son, Phildelphia.

**OUTDOORS OUT WEST** • Ames, Harris, Neville Co., San Francisco, (Camplete sleeping bags and tents), on May 17 started 10-week sponsorship of *Let's Go Places* on 25-station CRPN, Sat. 11:55-12 PDT. Agency: Cappel, Perra & Reid, Orinda, Calif.

**15th ROUND** • Gillette Safety Razor Co., Boston, through Maxon Inc., N. Y., has renewed *Gillette Cavalcade of Sports Boxing* on NBC-TV Fridays 10 p.m. to conclusion for 52 weeks effective July 4. Program started on network Nov. 8, 1946, and stemmed from local sponsorship on WNBT (TV) New York starting Sept. 29, 1944, claiming to be nation's first sponsored boxing telecast. Renewal marks sponsor's 15th year in tv.

**CRACKLY CORNER** • General Mills (Wheaties), through Knox-Reeves Adv. Inc., both Minneapolis, has signed for sponsorship of ABC-TV's *The Baseball Corner*, (Sun. 9-9:30 p.m.) effective with program's debut June 1.

**SUMMER STOCK** • Six participating sponsors for NBC-TV's *Bob Crosby Show* (Sat. 8-9 p.m.), which will replace *Perry Como Show* from June 14 through Sept. 16 [AT DEADLINE, May 14], were announced last week by network. Sponsors, with agencies in parenthesis, will include (on various dates) American Dairy Assn. (Campbell-Mithun); Kimberly-Clark Corp., for Klee-

## C&C TV BUYS 60% OF HAZEL BISHOP

- **Spector gets $3.8 million**
- **Fox tells 'tv bank' plans**

In a surprise transaction last week C&C Tv Corp. purchased for a reported $3.8 million all the common and preferred stock of Hazel Bishop Inc. held by Raymond Spector, president, who owned over 60% of the company's voting stock. Mr. Spector has entered a five-year agreement with Matthew Fox, president of C&C Tv Corp., to continue with Hazel Bishop as president and chief executive officer. In addition, Mr. Spector will continue to run and head his own advertising agency, Raymond Spector Inc.

The advertising plans for Hazel Bishop, although not set yet, will, it is understood, include a tremendous tv spot campaign utilizing time periods obtained by C&C Tv Corp.

Mr. Fox said all other stockholders of Hazel Bishop Inc. will within 90 days get an offer no less favorable than that made to Mr. Spector. Conversion of Mr. Spector's preferred stock will represent 836,000 shares to C&C at approximately $4.50 per common share.

In explaining the basis on which the sale was made Mr. Fox said: "Raymond Spector has built a great brand name in the cosmetic field for Hazel Bishop. We in C&C have built a vast bank of tv time across the nation which will be used to promote the sale of Hazel Bishop products. Advertising is the life blood of an effective marketing operation. We intend to add new strength to the Hazel Bishop organization, enabling it to gain a growing share of the cosmetic market.

"It is common knowledge that the earnings of Hazel Bishop have been adversely affected up to now by its inability to achieve a healthy advertising expenditure ratio, despite its wide acceptance by the consuming public. We believe by combining forces we will correct that deficiency and provide for substantial growth."

The new directors of the corporation in addition to Messrs. Fox and Spector are Gen. James A. Van Fleet, USA (Ret.), director of 20th Century-Fox Film Corp.; William Zeckendorf, chairman of Webb & Knapp Inc.; Charles F. McKhann, director of Stanley Warner, American News and Chemway (and brother-in-law of Serge Semenenko, Boston banker); Wickliffe Shreve, partner of Hayden Stone and director of Air Express Agency and Knott Hotels, and Morris Forgash, president of U. S. Freight Co.

Hazel Bishop was the first major cosmetic firm to go into network television. The firm started in 1950 with a 15-minute show featuring Kate Smith. In 1952 it sponsored Freddy Martin for 26 weeks, then shifted to *Stop the Music* and in September 1952 it underwrote the *This Is Your Life* show on NBC-TV for 3½ years. In September 1955 the cosmetic firm sponsored the first NBC-TV spectacular with Betty Hutton, followed by the Martha Raye show. The next year the firm shifted to CBS-TV and two daytime shows, Garry Moore and *Beat the Clock*. HB currently is sponsoring *M Squad* on NBC-TV.

### HAZEL BISHOP PROFIT PICTURE

As compiled by company sources

| YEAR | PROFITS TO HB * (BEFORE TAXES) | TV BUDGET | HB SALES |
|---|---|---|---|
| 1950 | $1,400 | $346,000 | $714,000 |
| 1951 | 25,000 | 1,200,000 | 2,815,000 |
| 1952 | 149,000 | 1,900,000 | 4,550,000 |
| 1953 | 1,987,000 | 3,300,000 | 9,908,000 |
| 1954 | 1,859,000 | 4,600,000 | 11,957,000 |
| 1955 | **1,000,000** | 5,600,000 | 11,462,000 |
| 1956 | **1,263,000** | 4,800,000 | 10,270,000 |
| 1957 | **1,012,000** | 4,300,000 | 10,006,000 |

*** Bold face indicates loss.**

nex products (Foote, Cone & Belding); Knomark Mfg. Co. for Esquire shoe polishes (Emil Mogul Co.); Noxzema Chemical Co. (Sullivan, Stauffer, Colwell & Bayles Inc.); RCA and Whirlpool Corp. (Kenyon & Eckhardt) and Sunbeam Corp. (Perrin-Paus.).

**VOICE AT THIRTY** • Firestone Tire & Rubber Co., Akron, renewed its *Voice of Firestone* for next season on ABC-TV (Monday, 9-9:30 p.m.). Program ends its season June 2 and will resume next September. *Voice*, which completes its 30th year of continuous broadcasting Dec. 3, claims to the longest-running commercially sponsored music program in broadcast field. Agency: Sweeney & James Co., Cleveland.

**NEW FALL LOOK** • Aluminum Co. of America has renewed its sponsorship of *Alcoa Theatre*, Monday, 9:30-10 p.m. on NBC-TV effective Oct. 6. Production will be new next year with Screen Gems producing series and Harry Ackerman, former CBS vice president in charge of west coast programming, as executive producer of *Alcoa Theatre* and alternating show, *Goodyear Theatre*, sponsored by Goodyear Rubber Co. Agency for Alcoa is Fuller Smith & Ross, New York. Agency for Goodyear is Young and Rubicam, New York.

**SIPPING & SEWING** • Singer Sewing Machine Co. and Thomas J. Lipton Co., both through Young & Rubicam, have renewed NBC-TV's *The Californians* (Tues., 10-10:30 p.m.) for 1958-59 season.

**RADIO ROUNDUP** • ABC Radio recorded more than $1.1 million in new and renewed business within past two weeks, John H. White, director of national sales, reported Thursday. Christian Reformed Church, through Stoetzel & Assoc. will sponsor *Back to God Hour* beginning Sept. 7, for 52 weeks. Time will be announced. Gospel Broadcasting Assn. through R. H. Albert Co., renewed sponsorship for 52 weeks of *Old Fashioned Revival Hour* (Sun., 4-4:30 p.m.). Sponsors to sign for new and renewed *Breakfast Club* segments and various newscasts include Clairol Inc. through Foote, Cone & Belding; Glamorene Inc., through Garfield-Linn & Co.; General Foods Corp. Jell-O Division through Young & Rubicam; Niagara Mfg. & Distr. Co., through George Massis Adv.; Savings & Loan Foundation, through McCann-Erickson, and Van Nuys Savings & Loan Assn. through J. W. Raymond Adv.

**TWO DOWN** • Chrysler Corp., Detroit, last week notified CBS-TV it would drop *Climax!* and once-every-fourth-week *Shower of Stars* programs (Thurs., 8:30-9:30 p.m.) at end of current season. Leo Burnett Co., Chrysler's new agency, indicated last week that "no decision" had been reached by automaker regarding 1958-59 network tv plans. CBS-TV meanwhile has announced it will switch *Zane Grey Theatre*, now seen Fridays, into the 9-9:30 p.m. half of 60 minutes vacated by Chrysler; *Zane Grey* will be sponsored by General Foods Corp. and S. C. Johnson & Son.

# Minneapolis ad men look into mirror

Minneapolis' Madison Avenue is nothing like the Ad Row described in books and the movies. The Advertising Club of Minneapolis has surveyed 382 specialists and come up with a conservative type representing the typical Minneapolis adman.

With interest running high in what John Q. Public thinks of the advertising world [SPECIAL REPORT, April 28; ADVERTISERS & AGENCIES, Jan. 6, *et seq.*], the Minneapolis ad club decided to find out how the local adman analyzes himself. "Outstanding" citizen, worker and family man — that's what he is, the club is convinced, after tabulating replies to some 70 questions answered anonymously by Ad Club members.

Moreover, in Minneapolis the advertising professional is well educated, sports-minded, community and church minded and busy.

Mr. Average Minneapolis Adman is a native son, college educated (55%), 37.5 years old (median age) and is supporting a wife and 2.8 children on a $10,000 median yearly income. Respondents to the Minneapolis questionnaire were divided mainly between advertising agencies and media with job tenure a median 3.8 years.

The Minneapolis adman works 39 hours a week at the office and 4.9 hours a week at home. Still he has time to watch television 7⅔ hours (a median, individual, not a family figure) and listen to radio 4½ hours, with news shows favored on both radio and tv. Other shows tuned on tv (in order of preference): drama, westerns, variety, cultural or educational, situation comedy, movies and musical shows. On radio: classical music and disc jockey fare.

Reading was tabulated in terms of publications rather than hours, but from the number of newspapers and magazines listed, it is obvious that the Minneapolis adman puts in some hours with print media. He reads a median five books a year.

Standard of living: 87% own their own homes, median cost, $19,600. The middle Minneapolis adman also owns 1⅓ cars, 1¼ tv sets and 1½ noncar radios. He has a good share of freezers, washers, dryers, boats, boat motors, typewriters, power lawnmowers, workshop equipment, hi-fi systems and other goods. Of those surveyed, 55% never employ personal or household servants, 36% rarely to occasionally, 14% frequently and 1% full-time.

Church-going is a frequent-to-regular activity with 42% of the Minneapolis ad group and 26% never miss services. Other organized activity includes membership in civic, professional, fraternal, social and cultural groups, the median respondent belonging to one of each.

A high participation in golfing, hunting and fishing also appears in the profile, with a handful of other sports listed.

Politically the group split 22% liberal, 22% independent and 14% conservative, with Republican Party affiliation for 57%, Democrat for 13%, no Communists and no Socialists.

As for the Minneapolis adman's personality, if he runs with the pack (43%), he is "an extroverted introvert (self-taught)." Only 7% of respondents called themselves introverts, 25% or extroverts and 18% ambiverts.

Business and social clothes for the median include 0.8 gray flannel suits, 5 other business suits or outfits, 0.4 tuxedos or dress suits, 1.1 hats or caps, 3.3 pair of shoes and 1.4 topcoats and overcoats (not raincoats).

Other questions in the survey cover how the adman broke into the field, use of alcohol, vacation practices, travel and military service.

## ACTIVITY

### HOW PEOPLE SPEND THEIR TIME

There were 124,943,000 people in the U. S. over 12 years of age during the week May 4-10. This is how they spent their time:

| | | | |
|---|---|---|---|
| 67.8% | (84,711,000) spent | 1,660.3 million hours | WATCHING TELEVISION |
| 56.6% | (70,718,000) spent | 975.3 million hours | LISTENING TO RADIO |
| 83.4% | (104,202,000) spent | 409.7 million hours | READING NEWSPAPERS |
| 30.3% | (37,851,000) spent | 168.2 million hours | READING MAGAZINES |
| 18.2% | (22,740,000) spent | 241.7 million hours | WATCHING MOVIES ON TV |
| 24.8% | (30,928,000) spent | 124.4 million hours | ATTENDING MOVIES* |

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

**SINDLINGER'S SET COUNT:** As of May 1, Sindlinger data shows: (1) 107,850,000 people over 12 years of age see tv (86.3% of the people in that age group); (2) 41,779,000 U. S. households with tv; (3) 46,019,000 tv sets in use in U. S.

## Factor 'Hi-Society' Account Goes to Anderson-McConnell

Max Factor & Co. last week gave another piece of its advertising to Anderson-McConnell, the second dividend this Los Angeles agency has received from the cosmetic firm since the decision to part company with Doyle Dane Bernbach on July 1 [ADVERTISERS & AGENCIES, March 31]. Creme Puff was the first Factor product to have its advertising transferred from DDB to A-McC. Now, the new Hi-Society lipstick is added to Curl Control, Sof-Set, Dri-Mist, Sebb, Sebb shampoo (dandruff control), Facial Bath and, of course, Creme Puff.

Hi-Society lipstick is now undergoing a test campaign in Toledo, Ohio, with tv, newspapers and Sunday supplements as the media. So far the test is having a spectacular success, according to Nelson Gross, director of U. S. advertising for Max Factor, who says "They're going like hot cakes. I think we've started a new trend in lipsticks."

Bruce Altman, vice president of Anderson-McConnell is account supervisor on Hi-Society. Jim Mackin is account executive. Walter Tibbals, radio-tv director of the agency, is also active on this new account.

Max Factor executives are now studying the questionnaires returned by more than 30 agencies soliciting the balance of their advertising [ADVERTISERS & AGENCIES, May 12] and expect to announce the appointment of one or more new agencies about June 1, Mr. Gross said.

## Identifying Those Smoke Rings May Cause Brand Loyalty Crisis

Sponsor brand loyalty may face its severest test in broadcasting history next fall should P. Lorillard sign—as has been reported—for Ed Murrow's *Person-to-Person* interview series next fall on CBS-TV. For Mr. Murrow, an inveterate chain-smoker (two packs a day), has been puffing away at Camels (R. J. Reynolds Tobacco Co.) for over a quarter of a century.

Lorillard would share the tab on *Person-to-Person* with Florists Telegraph Delivery Assn. effective Oct. 3, Time Inc. (*Life* magazine) having cancelled as of the end of the current *Person-to-Person* cycle June 27.

Mr. Murrow was unavailable for comment Thursday, but his office said that he has never shown a pack of Camels on the air. The question remains: Will Mr. Murrow switch to Kents and if not, is it possible to distinguish a non-filter Camel from a filtertip Kent on a video screen?

Meanwhile, CBS-TV hadn't yet found a replacement show to go into the summer period. One property under consideration is another Murrow vehicle titled *Channel One*—described by colleague Jesse Zousmer as "a filmed anthology of the best of worldwide television."

## Southern Agency Names Officers

Chief executive officers of the new advertising firm of Liller, Neal, Battle & Lindsey Inc. of Atlanta, Richmond and New York have been announced. They are C. K. Liller, chairman of the board; William W. Neal, president; James L. Battle, senior vice president, and Dan W. Lindsey, vice president and manager of the Richmond office.

Liller, Neal, Battle & Lindsey is a consolidation of separate Atlanta, New York and Richmond firms. The new agency calls itself "one of the South's largest advertising firms, serving 50 regional and national accounts with fully-staffed offices in Atlanta and Richmond and a service office in New York."

## Shulton Blames 'Eve Arden' In Quarterly Earnings Drop

Shulton's abortive sponsorship of CBS-TV's *Eve Arden Show* earlier this season in the Tuesday, 8:30-9 p.m. slot was cited as one of the reasons why the toiletries-cosmetics firm's net earnings were down during the first quarter.

President George Lightfoot Schultz, explaining to stockholders why Shulton's first quarter earnings dropped from $479,865 in 1957 to $177,612 in 1958, said that "high advertising costs due to the weekly *Eve Arden* tv show [which it shared with Lever Bros.] increased our expenses substantially during this period as compared with those for a year earlier, and together with the additional burden of a growing organization, have resulted in disproportionate charges against earnings for this traditionally slow quarter."

But Mr. Schultz was not blaming television; while Shulton—through Wesley Assoc. —canceled *Arden* this winter, as did Lever, Mr. Schultz noted "a new program is being planned to carry our tv messages to the public for the fall and Christmas seasons." Additionally, Shulton has prepared a blitz spot tv program on behalf of Old Spice men's toiletries that will be aired before Father's Day in June. It may also be expected to turn to spot as soon as it completes diversification moves in the household products field, begun recently with the acquisition, from B. T. Babbitt Co., of the Bridgeport Aerosol products line. Shulton also retains Foote, Cone & Belding for its Fine chemicals division. However, the report showed that for the three-month period that ended March 31 net sales were down only $2,252 from the 1957 first quarter of $5.7 million.

## 'Cotton Test' Is Positive In Favor of Warwick & Legler

Warwick & Legler, New York, has been sustained in its seven-month long quest to answer a burning question: When a client switches agencies, who owns title to unpublished or un-aired copy and art ideas?

A federal district court judge in Philadelphia on May 9 granted W&L the permanent injunction it sought against Schick Inc., prohibiting the ex-Warwick & Legler client from using the controversial "cotton test" advertising idea through its current agency, Benton & Bowles. [ADVERTISERS & AGENCIES, Oct. 28, 1957, *et seq.*] The "cotton test" idea, claimed W&L, was conceived by its personnel for Schick at a time the Lancaster, Pa., electric shaver firm was placing its business through that agency; the client did not "buy" the idea, but later revived the "cotton test," placed on the air last fall in one NBC-TV *Dragnet* episode and used once in *Look* magazine; thereafter, Judge J. Cullen Ganey instructed B&B to withdraw these campaigns pending final adjudication.

With the permanent injunction issued, Warwick & Legler now is free to continue negotiations with the shaver division of Remington - Rand (Sperry - Rand Corp.) which has expressed interest in purchasing the "cotton test" idea for use by its agency, Young & Rubicam. Judge Ganey noted, in his conclusions, that he was unconvinced that Benton & Bowles had, as Schick had claimed, conceived on its own a similar "cotton test," and that therefore the idea belonged to W&L.

Schick left Warwick & Legler officially on June 15, 1957, after having notified that agency of its intent to quit April 1. On Sept. 28, after hearing that B&B had worked up its own version of the disputed "cotton test," H. Paul Warwick, agency president, asked for a hearing. After Judge Ganey in October that year granted W&L injunctive relief, Schick instituted a $1.5 million countersuit against Warwick & Legler. The suit apparently has been dropped quietly.

## Tennessee Ernie Replaces Ford's Godfrey on CBS Radio

The future broadcast plans of Ford Motor Co.'s Ford Div. next season on behalf of its 1959 automobile models were still quite loose last week, although a few more pieces in the "puzzle" were fitted.

• Unannounced but confirmed is Ford's signing of Tennessee Ernie Ford as the replacement for Arthur Godfrey (who had asked to be relieved) in the Godfrey portion of the $4 million-plus, 52-week package on CBS Radio entitled, *Ford Road Show*. Mr. Ford takes over June 2. Mr. Godfrey's Monday-Friday stint is on the network, 5:05-5:30 p.m. Reports are the Tennessee Ernie slot will be cut by about 10 minutes.

• There is liklihood that Tennessee Ernie's show on television (NBC-TV), which Ford sponsors on an alternate week basis, will continue next season. The fact he has been signed for the radio package strengthens this report.

Already announced is Ford's pickup of an alternate week sponsorship of *Wagon Train* on NBC-TV, relieving its sister division, Edsel, which has participated in the program this season.

Out of Ford's plan for the coming season: alternate week of *Zane Grey Theatre* (CBS-TV) and *Suspicion* (NBC-TV) in which this season is sponsored 12 hours of 25 from September through March.

The $4.2 million net billing package on CBS Radio runs through Aug. 31 of this year. The question of whether or not Ford will pick up the option it holds for another 13 weeks to carry the package through the end of the year apparently rests with Dearborn's assessment of marketing-media plans for its next year's models.

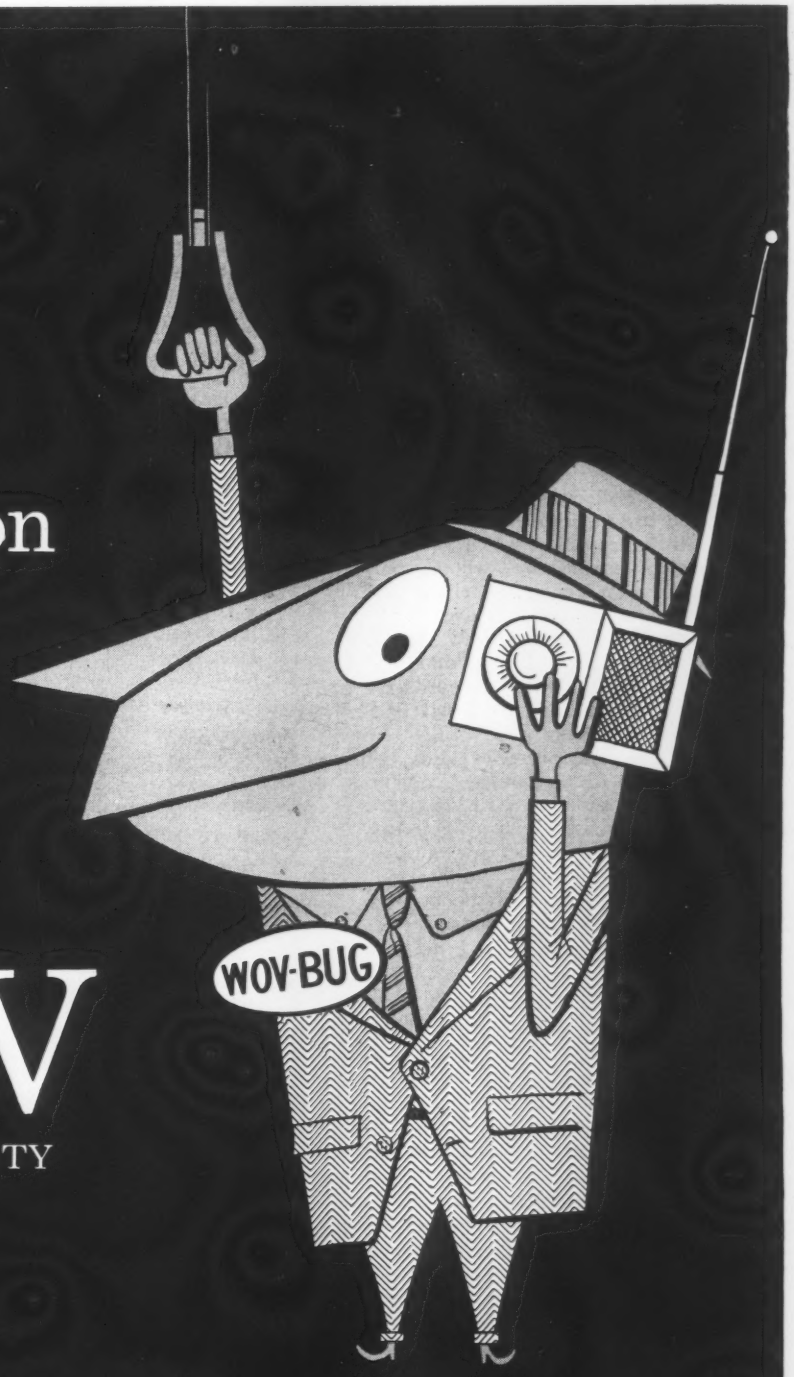
J. Walter Thompson, New York, is Ford's agency.

over
two million
Italians
agree
it's

# WOV

dial 1280

IN N.Y.C. & VICINITY




To the decision maker who wants cold facts — consider these:

The 2,100,000 Italian speaking peoples in the 17 county New York Area is OVER TWICE THE SIZE of any other foreign language group. And it's GETTING LARGER every single year.

In the past 10 years, just the new immigration alone (118,330) exceeds the total population of Phoenix or Schenectady.

Simply put — New York today is the largest "Italian City" in the world — actually larger than Philadelphia — bigger than the entire state of Connecticut.

And its radio voice is overwhelmingly WOV.

WOV — NEW YORK — ROME

## Motivations from Commercials Analyzed at Chicago Seminar

Recall of sales points is not adequate to measure a television commercial's impact and sales force, representatives of Social Research Inc., Chicago said a fortnight ago at the Fred Niles seminar in Chicago. The tv production meeting was sponsored by Fred A. Niles Productions Inc., Chicago producer of film shows and commercials.

Dr. Burleigh Gardner, executive director of Social Research Inc., and Dr. Sidney J. Levy, director of psychological research for the firm, described a new tv commercial evaluation service by Social Research. Explaining the application of motivation research to commercial evaluation, Dr. Gardner said his firm's system analyzes tv commercials as symbolic communications, avoiding "the dead hand of superficial evaluation —the like-dislike concept—which can lead to the kind of commercials whose communicative aspects are completely inadequate for the purpose of the advertising."

Dr. Levy said the MR-oriented evaluation is useful at all stages of commercial production, including the story board. He gave some criteria used in the Social Research evaluation process:

"First, we concern ourselves with the 'overall' or *gestalt* of the commercial—the meaning to the viewer of both the face values and the underlying symbols. Then we examine: the 'phantasy and energy' stimulated by the commercial (Do the viewers identify themselves with the product and to what degree?), the 'psychological distance' (Does the presentation bring the product 'home' to the viewer?) and the 'symbolic fertility' (Are the symbols being used really communicating with meaning and authority?). Finally, we test for change in brand image and determine whether this change is favorable or unfavorable."

## Gardner Adv. Adds Two to Board

Gardner Advertising, St. Louis, has re-elected seven board members, and added two, David P. Ferriss and Warren Kratky, the agency has announced. Incumbents: Elmer G. Marshutz, board chairman; Charles E. Claggett, president; Roland L. Martini, head of the New York office and executive television director; Herbert S. Gardner, secretary-treasurer, and vice presidents William L. Spencer, John H. Leach and Champ C. Humphrey. Mr. Ferriss is vice president and account supervisor for three divisions of Monsanto Chemical Co., Jack Daniel Distillery and Grove Labs. Mr. Kratky, also a vice president, is supervisor on the Duncan Hine Special Baking Mixes account of Procter & Gamble Co.

## Ludlum to Head Kudner Tv-Radio

The appointment of Stuart D. Ludlum as director of television and radio of Kudner Adv., New York, was announced last Thursday by C. M. Rohrabaugh, president. Mr. Ludlum, formerly director of tv-radio for C. J. La Roche & Co. and vice president of its west coast office, succeeds Myron Kirk, who resigned from Kudner last December.

## VIDEODEX

### TOP 10 NETWORK PROGRAMS

*Tv Report for April 1-7*

| Rank | | No. Homes (000) |
|---|---|---|
| 1. | *Gunsmoke* | 14,061 |
| 2. | *Perry Como* | 13,980 |
| 3. | *Tales of Wells Fargo* | 12,887 |
| 4. | *Danny Thomas* | 12,771 |
| 5. | *Wyatt Earp* | 11,339 |
| 6. | *Restless Gun* | 11,057 |
| 7. | *Dinah Shore* | 10,996 |
| 8. | *Bob Hope* | 10,840 |
| 9. | *Lineup* | 10,804 |
| 10. | *Have Gun, Will Travel* | 10,271 |

| Rank | | % Homes |
|---|---|---|
| 1. | *Perry Como* | 40.0 |
| 2. | *Gunsmoke* | 39.5 |
| 3. | *Tales of Wells Fargo* (NBC) | 37.3 |
| 4. | *Danny Thomas* | 35.8 |
| 5. | *Wyatt Earp* | 35.0 |
| 6. | *Restless Gun* | 33.5 |
| 7. | *Bob Hope* | 32.0 |
| 8. | *Dinah Shore* | 31.5 |
| 9. | *Lineup* (CBS) | 30.8 |
| 10. | *Have Gun, Will Travel* | 29.7 |

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## ARB

### TOP 10 NETWORK PROGRAMS

*Tv Report for April 8-14*

| Rank | | Rating |
|---|---|---|
| 1. | *Gunsmoke* | 47.2 |
| 2. | *Perry Como* | 41.4 |
| 3. | *Wyatt Earp* | 36.8 |
| 4. | *Lucille Ball-Desi Arnaz* | 36.1 |
| 5. | *I've Got A Secret* | 35.5 |
| 6. | *You Bet Your Life* | 35.1 |
| 7. | *Price Is Right* | 34.3 |
| 8. | *Have Gun, Will Travel* | 34.1 |
| 9. | *Wagon Train* | 33.9 |
| 10. | *Cheyenne* | 33.7 |

| Rank | | No. Homes (000) |
|---|---|---|
| 1. | *Gunsmoke* | 49,580 |
| 2. | *Perry Como* | 49,310 |
| 3. | *Lucille Ball-Dezi Arnaz* | 40,450 |
| 4. | *Wyatt Earp* | 38,370 |
| 5. | *Cheyenne* | 36,220 |
| 6. | *Have Gun, Will Travel* | 35,950 |
| 7. | *Steve Allen* | 35,890 |
| 8. | *Real McCoys* | 35,520 |
| 9. | *Wagon Train* | 35,440 |
| 10. | *You Bet Your Life* | 33,440 |

Copyright 1958 ARB

## NIELSEN

### TOP 10 NETWORK PROGRAMS

*Tv Report for April 6-19*

**TOTAL AUDIENCE†**

| Rank | | No. Homes (000) |
|---|---|---|
| 1. | *Lucille Ball-Desi Arnaz* | 19,508 |
| 2. | *Gunsmoke* | 18,913 |
| 3. | *Perry Como Show* | 16,193 |
| 4. | *Emmy Awards*—10:00 | 16,108 |
| 5. | *Emmy Awards*—10:45 | 15,683 |
| 6. | *Jerry Lewis Show* | 15,428 |
| 7. | *High Adventure-L. Thomas* | 15,215 |
| 8. | *Tales of Wells Fargo* | 15,130 |
| 9. | *Danny Thomas Show* | 15,003 |
| 10. | *Have Gun, Will Travel* | 14,748 |

| Rank | | % Homes* |
|---|---|---|
| 1. | *Lucille Ball-Desi Arnaz* | 46.7 |
| 2. | *Gunsmoke* | 45.4 |
| 3. | *Perry Como Show* | 39.0 |
| 4. | *Emmy Awards*—10:00 | 38.9 |
| 5. | *Emmy Awards*—10:45 | 37.7 |
| 6. | *Jerry Lewis Show* | 37.5 |
| 7. | *High Adventure-L. Thomas* | 36.9 |
| 8. | *Tales of Wells Fargo* | 36.6 |
| 9. | *Danny Thomas Show* | 35.9 |
| 10. | *Restless Gun* | 35.9 |

**AVERAGE AUDIENCE‡**

| Rank | | No. Homes (000) |
|---|---|---|
| 1. | *Gunsmoke* | 18,105 |
| 2. | *Lucille Ball-Desi Arnaz* | 15,555 |
| 3. | *Emmy Awards*—10:00 | 14,238 |
| 4. | *Tales of Wells Fargo* | 14,238 |
| 5. | *Have Gun, Will Travel* | 14,153 |
| 6. | *Emmy Awards*—10:45 | 14,110 |
| 7. | *Danny Thomas Show* | 14,068 |
| 8. | *I've Got a Secret* | 13,728 |
| 9. | *Restless Gun* | 13,600 |
| 10. | *GE Theatre* | 12,580 |

| Rank | | % Homes* |
|---|---|---|
| 1. | *Gunsmoke* | 43.5 |
| 2. | *Lucille Ball-Desi Arnaz* | 36.2 |
| 3. | *Emmy Awards*—10:00 | 34.4 |
| 4. | *Tales of Wells Fargo* | 34.4 |
| 5. | *Have Gun, Will Travel* | 34.3 |
| 6. | *Emmy Awards*—10:45 | 33.9 |
| 7. | *Danny Thomas Show* | 33.7 |
| 8. | *Restless Gun* | 33.6 |
| 9. | *I've Got a Secret* | 32.6 |
| 10. | *GE Theatre* | 30.7 |

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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in alphabetical order, appear in this week's **BACKGROUND**: The following programs, BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

*Lucille Ball-Desi Arnaz* (CBS-191): Ford (JWT), Tues. once monthly 9-10 p.m.

*Cheyenne* (ABC-99): General Electric (Y&R): Tues. 8:30-9 p.m.

*Perry Como Show* (NBC-182): Participating sponsors., Sat. 8-9 p.m.

*Emmy Awards* (NBC-130): Pontiac (MacManus, John & Adams), Procter & Gamble (Grey), April 12, 10-11; April 15 (10-11 p.m.).

*G. E. Theatre* (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

*Gunsmoke* (CBS-161): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

*Have Gun, Will Travel* (CBS-125): Lever Bros. (JWT) and American Home Products (Bates), Sat. 9:30-10 p.m.

*High Adventure-Lowell Thomas* (CBS-144): General Motors Corp. (Campbell-Ewald), April 19 9-10 p.m.

*Bob Hope Show* (NBC-157): Johnson Motors (JWT), Dutch Masters Cigars (EWR&R), Sat. April 5, 9-10 p.m.

*I've Got a Secret* (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

*Jerry Lewis Show* (NBC-165): Oldsmobile (D. P. Brother), Tues. 8-9 p.m.

*Lineup* (CBS-162): Brown & Williamson (Bates), Procter & Gamble (Y&R), alternating, Fri. 10-10:30 p.m.

*Price Is Right* (NBC-118): RCA Victor (K&E) and Speidel (Norman, Craig & Kummel), Mon. 7:30-8 p.m.

*Restless Gun* (NBC-107): Warner Lambert (SSC&B), Mon. 8-8:30 p.m.

*Dinah Shore Show* (NBC-144): Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.

*Tales of Wells Fargo* (NBC-147): Buick (M-E), American Tobacco (SSC&B) Mon. 8:30-9 p.m.

*Danny Thomas Show* (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

*Wagon Train* (NBC-152): Lewis Howe (M-E), Drackett (Y&R), Edsel (FC&B), alternating, Wed. 7:30-8 p.m.

*Wyatt Earp* (ABC-103): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

*You Bet Your Life* (NBC-177): DeSoto (BBDO), Toni (North), Thurs. 8-8:30 p.m.

# Yessir—our Pulse is stronger than ever!

YUP, at the ripe old age of 37, WDAY-Radio is as frisky as ever—with a 1958 "Area Pulse" that pumps us *all over* our 55 counties, 215,900 radio homes!

As for many years past, 1958 Pulse figures again show that WDAY-Radio gets—

**More than TWICE as many listeners as the No. 2 station!**

**More listeners than the No. 2 and No. 3 stations COMBINED!**

**More than THREE times as many listeners as the No. 4 station!**

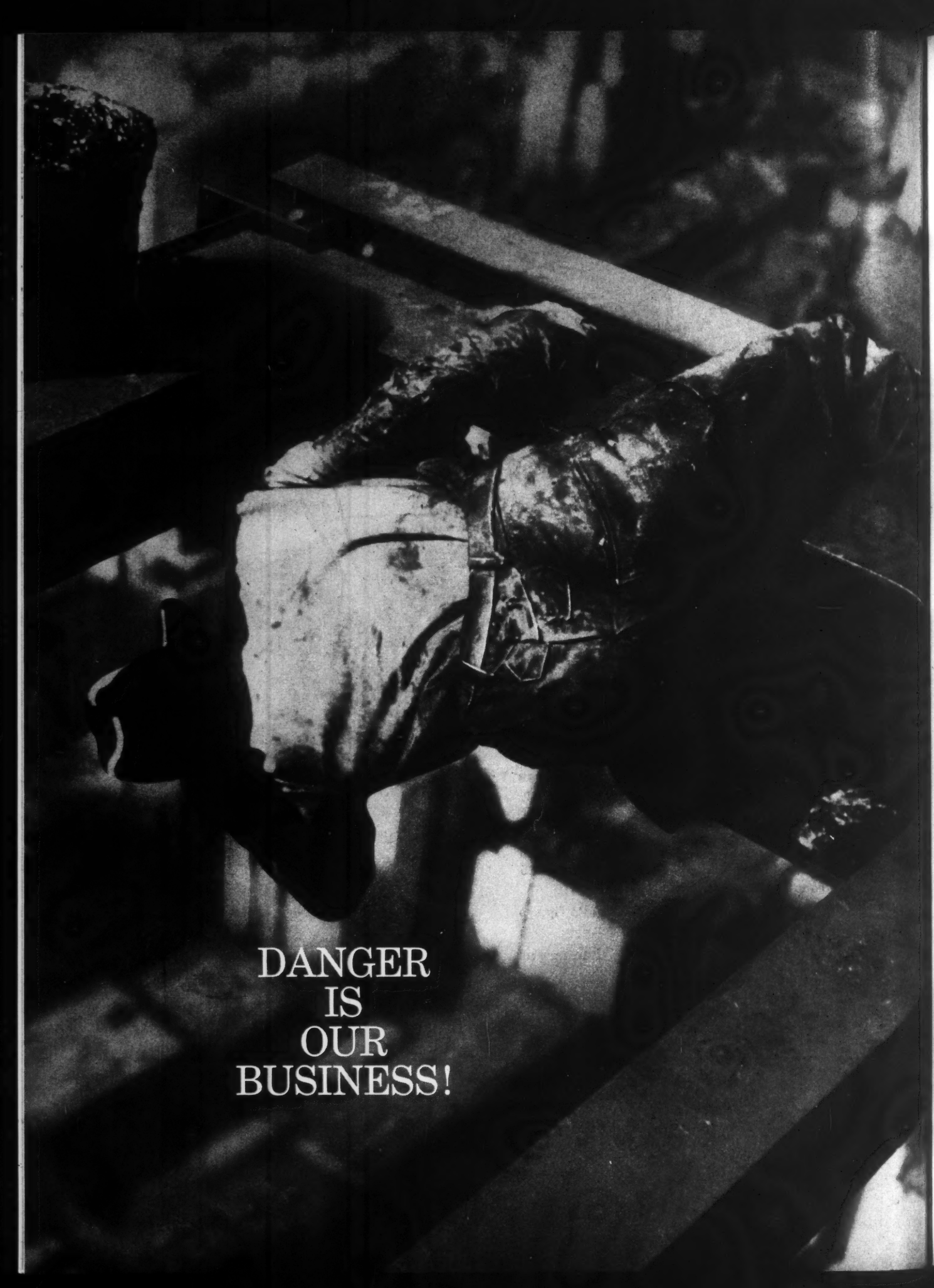
Truth is—WDAY-Radio just doesn't have any real competition in the fabulous Red River Valley. Ask Peters, Griffin, Woodward!

## WDAY

**FARGO, N. D.**

**NBC • 5000 WATTS • 970 KILOCYCLES**

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives


DANGER
IS
OUR
BUSINESS!

Not for *us* the quiet life. No sir! CNP's our name and *danger's* been our game ever since we started our new series, DANGER IS MY BUSINESS!®

With characteristic CNP initiative and derring-do, we set out to bring something *different* into syndication—adventure to stir even the tiredest blood. Not the everyday brand of synthetic rehash—made in the peace and quiet of studio sound stages—but honest-to-goodness, on-the-spot, filmed-in-color* sagas of actual men to whom danger is the only way of life. And, by Hemingway, we've done it!

Ah, the perils we've looked upon unafraid! While cameramen have flown on patrols into the eyes of hurricanes, clambered out upon the naked girders of rising skyscrapers, accompanied nitro-shooters into blazing oil fields—we've never so much as blinked an eye.

In fact, the only risk we've refused to face is a business risk. When it comes to *that,* we only bet on a sure thing . . . like DANGER IS MY BUSINESS!®

**Available in color or black-and-white*

NBC TELEVISION FILMS—A DIVISION OF

# CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

# THE FINE ART OF FILM COMMERCIALS

## A primer for agency producers by Kudner's Edgar Kahn

THE origination of package shows and the decline of agency-produced programs has led many an agency producer into a new field—producing filmed commercials. In most instances this transition from shows to commercials has been not only a gradual but also a reluctant one.

Why reluctant?

Well, having been in on the actual production and direction of shows, having experienced the tremendous sense of exhilaration and satisfaction which results from the successful presentation of a television program, it is perhaps only natural that these producers feel the production of commercials not only somewhat beneath them, but also just about as far removed from show business as it's possible to get.

It is the writer's contention that this is true only insofar as the individual producer wants it to be.

The production of commercials can be as exciting—as rewarding an experience—as the production of a show itself. For the only way in which a commercial can be satisfactorily produced is by treating it in exactly the same fashion as if it were a show.

This is no simple task. Perhaps the complexities can best be described by following the step-by-step production of a commercial.

At Kudner it is established practice that the creative department and the tv film producers work hand in hand. This is much more than a lip-service sort of cooperation.

Almost all ideas originate within the creative group, since its members are most familiar with the client's basic wishes and philosophy. But new ideas are welcomed—are indeed solicited—from all parts of the agency. When a new commercial is requisitioned, a meeting is held at which all conceivable ideas are kicked back and forth. No suggestion is too wild, none too remote, to be considered at this time.

Once a fundamental concept has been arrived at and the general approach decided upon, the creative department puts the commercial into script form. This then becomes the subject of another meeting at which every scene is reviewed from all angles. Will it play? Does it contribute to the overall commercial, to the sales point in question? Is there another approach which might be preferable?

The creative group then puts the script into final form, incorporating whatever changes may have come from this meeting. After client approval is received, the agency producer is then ready to select a production company. [Mr. Kahn expands on the selection problem in a separate story, page 54].

Once the producing organization has been selected, the producer is ready to go ahead with actual production. From here on he and the script should be inseparable. He must take that script and figuratively walk around it, look at it from all sides and from all angles before deciding upon his final approach. He must live with it, eat with it, sleep with it, for this is his basic tool, the cornerstone upon which his entire effort depends.

Above all, the commercial script must be treated just like a show script and handled with the same degree of loving care.

The average agency commercial producer certainly means to contribute everything possible to all stages of the production. But in too many instances—and without his even knowing exactly how it happens — he loses control somewhere between the start of actual photography and the time when the finished commercial is in the can.

This brings us to the production-direction-editing area which forms the other major problem for the agency producer.

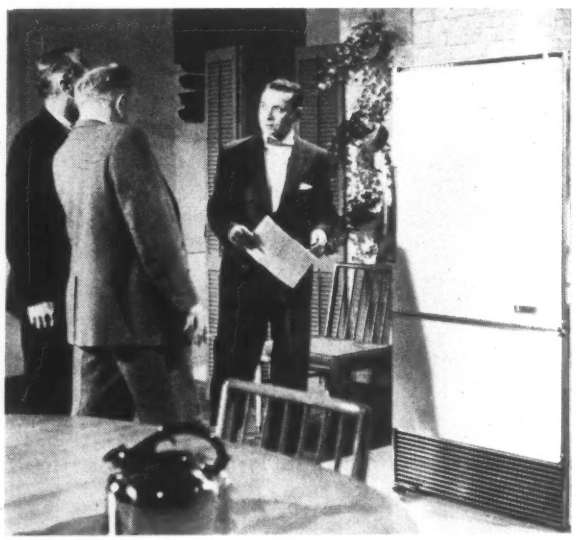
THE director supplied by the producing organization has been carefully selected for his talents. In most instances he has a background of many years experience in films, has a better than working knowledge of cutting and editing and, most particularly, is noted for a creative, imaginative approach to his work.

All of this is of inestimable value to the agency producer. But it does not mean that he should place himself completely in the hands of the director. The agency producer who is worth his salt sticks his neck out a hundred times on every job he does. And since it is his neck, his job, and in the end his final responsibility, he must be the one to make the final decisions.

When his principal concern was with the production of actual programs, the agency producer would under no circumstances accept an original script without giving it the closest possible scrutiny. He would make absolutely certain that the script was in the best possible shape—that it had a beginning, a middle and an end—and, above all, that it would play. He would cast with the greatest of care, pay particular attention to sets, wardrobe, makeup, technical requirements. Above all, he'd try several different approaches to the same scene in order to be absolutely sure of his interpretation.

But what happens when this same producer is given a commercial to produce? All too often he accepts the script as gospel and makes no real effort to add to the basic concept as provided by the writer. Then, to compound the problem, the producer fails to follow through on every detail and leaves many decisions to the director simply because he doesn't stay in close enough contact with day-to-day production problems. The result? A commercial which reflects the ideas and decisions not of the agency producer but of the director—a director who, no matter how talented he is, may be completely unfamiliar with the sales points in question.

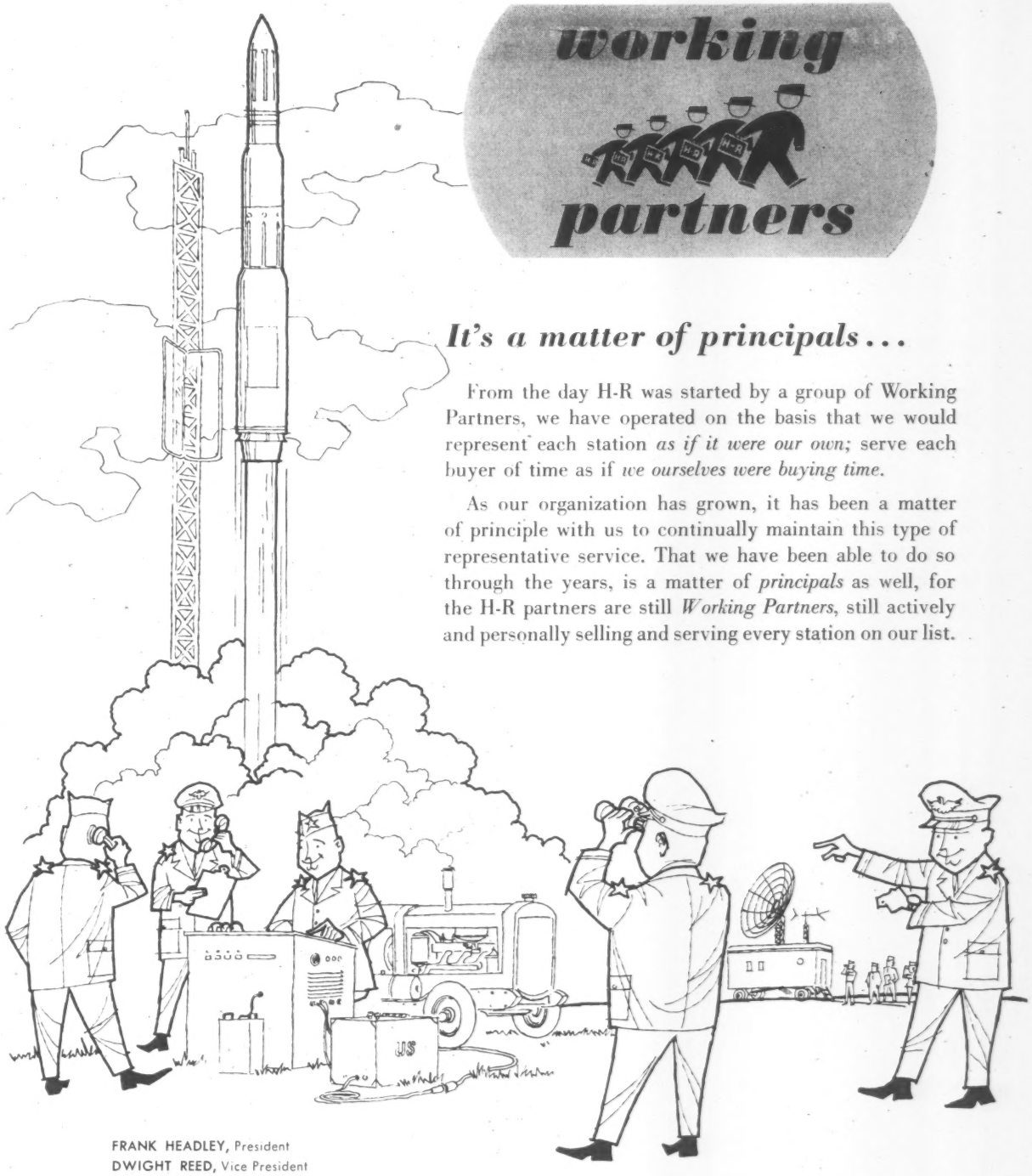
One of the first times in which agency producer must exert a guiding hand is during the production meeting. This meeting is usually attended by the producer, director, writer, assistant producer, unit manager, designer, script girl and assistant director. When available it is well to have the cameraman (director of photography) also present.



*THE AUTHOR (facing camera) is director of radio and tv commercial production for Kudner Agency. Mr. Kahn's views on the role of the commercial producer and his dealings with film companies come from long personal experience. Before getting into the agency field he was with NBC for 17 years, producing and directing such shows as* All-Star Review, Tallulah Bankhead Show, Martin Kane *and* One Man's Family. *From 1954-1957 he was manager of Kudner's Hollywood office.*

Every detail concerned with the production must be settled at this time. The agency producer starts the meeting by giving a general outline of the commercial under consideration and briefly describing each scene (actual shots are not nailed down until later). Following this he outlines the requirements of each set as called for in the script and describes his ideas for each. The designer then takes this information and two or three

# working partners



## *It's a matter of principals . . .*

From the day H-R was started by a group of Working Partners, we have operated on the basis that we would represent each station *as if it were our own;* serve each buyer of time as if *we ourselves were buying time.*

As our organization has grown, it has been a matter of principle with us to continually maintain this type of representative service. That we have been able to do so through the years, is a matter of *principals* as well, for the H-R partners are still *Working Partners,* still actively and personally selling and serving every station on our list.

**FRANK HEADLEY,** President
**DWIGHT REED,** Vice President
**FRANK PELLEGRIN,** Vice President
**PAUL WEEKS,** Vice President

***"We always send a man to do a man's job."***

RADIO **H-R** TELEVISION, INC. REPRESENTATIVES, INC. TELEVISION

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
FInancial 6-6440

6253 Hollywood Boulevard
Hollywood 28, Calif.
HOllywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5837

416 Rio Grande Bldg.
Dallas 2, Texas
RIverside 2-5148

1065 Penobscot Bldg.
Detroit 26, Michigan
WOodward 1-4148

1182 W. Peachtree, N. W.
Atlanta 9, Georgia
TRinity 5-9539

DeGeorge Bldg.
3520 Montrose Blvd.
Houston, Texas, JAckson 8-1601

910 Royal Street
New Orleans, La.
JAckson 2-3917

## HOW TO PICK THE PRODUCTION COMPANY

Every once in a while someone comes up with the suggestion that agencies do their own production of commercials. This idea is based upon the philosophy that the film production company makes no contribution other than a purely physical one. After all, they argue, why not save the middle-man's profit for your client? All you need is a stage, a director, director of photography, designer and gaffer and you're ready to go. Nothing could be further from the truth.

The one thing which cannot be put together in a hurry is organization. Organization to find a talented staff; organization to find the right stage at the right time; organization to work with optical houses and laboratories; organization to get the job done.

The only way in which an agency can produce good film commercials without the use of a production company is by forming a unit within the agency, which in effect *is* a small film producing organization. In most cases such a procedure is impractical, particularly in the case of small agencies, although in some instances agencies have made working agreements with production houses.

At Kudner our procedure is to use several film producers rather than tying up with any particular organization. Our reasoning is that such a policy prevents the commercial from falling into a set pattern and aids in maintaining a certain degree of freshness.

As previously stated, the majority of film production companies do a highly competent technical job. Where then can we find those small differences which can swing the choice in favor of one or the other? The final choice is usually based on the following:

Talent and imagination: It cannot be emphasized too strongly that basic decisions and responsibility must rest with the agency producer. On the other hand, we are all brain-pickers and unless there is real talent available, the picking will be awfully slim. An organization which is dependent upon picking up a designer, director, cameraman, gaffer, editor, etc., for each specific assignment can hardly come up with top talent on every occasion. Holding such key personnel on a permanent basis obviously means a greater overhead and may result in somewhat higher charges to the agency, but they are more than compensated for by the end result.

Ability to work with the agency producer: This is one of those seemingly small items which can be of the greatest importance to the producer. Adequate editing and screening facilities must be available during preliminary cutting stages and the editor must be relieved of all other assignments so that he is free to work with the producer at all times.

Service: Most clients have the tendency (and, incidentally, the right) to make last-minute commercial changes. These may involve editing, opticals, changes in dialogue, scheduling, shipment of prints to local dealers, etc. Revisions of this type are usually tied in with a running ad campaign and must be made very quickly or their value is lost. The producing organization which makes the most important contribution in this regard is the one which commences working with the agency at the first production meeting and never stops until production is completed and the final prints have been delivered.

Financial responsibility: As in all business dealings, it is well to deal with a company which has a sound financial structure. In the case of commercial production this is true to a greater than normal extent since there are many intangible and unforeseen items which the producing organization may be called upon to handle before production is completed.

days later submits several sketches to the agency producer for final selection.[1]

Prior to the production meeting the assistant producer has made a complete breakdown of all props used in the commercial. This list is distributed to all those in the meeting and each item is discussed in minute detail. Will the agency supply artwork? Should lettering be white-on-black or black-on-white? Should letters be block or script? What is the size and type of the cigarette lighter? Must it be one which can be operated with one hand?

Then there is a discussion of various problems such as rehearsal times, special makeup, wardrobe, use of doubles, hand models, stand-ins, sound effects, stock shot requirements if any, special effects, etc. The production meeting will have served its purpose only if everyone involved comes away with a complete working knowledge of the commercial and of exactly what he is expected to contribute.

BEFORE the start of principal photography, the agency producer and the director must meet once again and go over every shot with an eye to just what they want to see. It is usually advantageous for them to work out their ideas independently before this get-together, so that each will have the advantage of the others thinking. But, as always, the final decision must rest with the producer.

Incidentally, it is quite often possible to save important money by shooting out of sequence and a shooting schedule should be decided upon by producer and director before the start of photography. When shooting out of sequence particular attention must be paid to editing problems. Unless the director keeps the story-line well in mind it is quite possible that the completed commercial will not cut and performers may appear to make awkward moves or jump back and forth within the frame.

Even though he has decided on the content of each shot, the producer must not relax his attention even for a moment. The only way in which he can be sure of getting exactly what he wants is by actually looking through the camera, and this he must do for each and every shot. And while he is looking he must never stop thinking. Is the product displayed to its best advantage? Is this the best possible picture composition . . . the best lighting? Does this scene contribute to the overall commercial? Are all the technical requirements of television film fulfilled?

It should also be remembered that the cheapest thing the producer has is film. If, even after repeated preliminary discussion, there remains a conflict of opinion about the interpretation of a scene, it should be shot both ways. There will be plenty of time to make a final decision in the projection room, without taking the time of the entire crew.

Dailies are usually viewed by the agency producer, director, assistant producer, unit manager, director of photography and editor. At this time the producer must decide which takes are to be used. If a great deal of footage is involved, several screenings may be needed before a choice can be made. The producer should view the film in the most critical manner possible and solicit suggestions from all concerned before making his final decision.

THEN comes editing, recording, scoring and dubbing. At this stage the editor becomes the most important man in the whole production. He now goes into a huddle with the agency producer and the director to discuss specific ideas on how to cut the picture. Armed with this information the editor retires to his cutting room to make the first rough cut. In making this rough cut he uses those suggestions made by the producer and director as a starting point to which he contributes editorial ideas of his own. This often involves trying several different approaches before he can come up with the best possible finished product. A good, imaginative editor can make a tremendous contribution to any picture.

Once the agency producer has approved the rough cut, the editor makes any suggested revisions or changes, trims the picture to overall length and orders whatever opticals are required.

While the picture is going through these stages, the agency producer must see that the sound is not neglected. If there is additional recording to be done he must be present to approve the reading and select the take to be used. If stock music is to be used he must work with the sound cutter on its selection. If the music is to be original he must work with the composer in order to be sure of achieving the right mood and accenting those things which he wants to point up. The agency producer must also be present at

[1] Set design is a problem which mainly concerns the agency producer and the designer. Considerable time may be saved by having a preproduction meeting between these two and settling set problems prior to the actual production meeting. This also gives the designer time to prepare preliminary designs and elevations which are then available for discussion by all those present at the meeting.

the scoring session, but this is usually done with picture and cannot take place until the picture has been completed and cut to exact length.

When all the elements of both picture and sound are finished, the various sound tracks are mixed together at the dubbing session. This again requires the presence of the agency producer, since only he can make the final decision on whether the balance is correct.

When both sound and picture are in their final forms, the editor sends them to the laboratory for a composite print. Delivery of this first answer print marks the first time that the agency producer actually sees the commercial in its final form. (Additional printing corrections can still be made by changing printer lights on individual scenes.) In viewing the answer print it is well to keep in mind the technical limitations of the television reproducing system. If any doubt exists about the quality of the print it should be run on closed circuit before acceptance and before ordering quantity printing.

THE successful agency film producer must take the time and expend the effort necessary to gain a good basic technical background. Only in this way can he be certain that the producing company is satisfactorily fulfilling its function. But he must never, under any circumstances, allow this technical know-how to dominate his thinking. It must be used simply as a solid foundation upon which to base his efforts (see story below).

Utilizing this knowledge as the first step, he must then lend his every effort toward creative thinking—toward adding to those ideas which the creative writing group has put into the script. He must remember at all times that a successful commercial—a commercial which has that "something extra"—doesn't just happen. It is the result of continuous application, of constant attention to detail, and, above all, of a studied effort to think creatively.

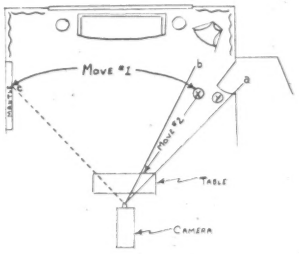
Only in this way can the agency producer be sure that he has made the maximum contribution and that the results of his efforts will reflect credit upon himself and his agency.

# Production pitfalls and how to dodge them

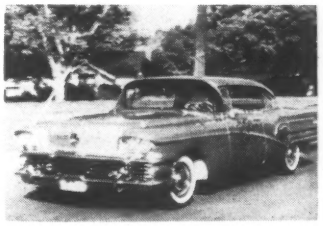
**POOR:** *Lack of detail and contrast in background causes loss of facial detail during transmission.*

**GOOD:** *Break-up of background and plenty of video signal result in much better home reception.*

**VERTICAL STAGING:** *Moves toward camera (#2 in diagram) rather than across stage (#1) permit tighter camera angle, better composition. Note camera angle determined by size of shot of key performer in picture below.*



**POOR:** *Detail in interior of car lost as it is blackest portion of picture. Front detail lost as it is peak white part of picture.*



**GOOD:** *Video operator can set white peaks on sky, black peaks on shadows, automatically placing car in middle picture range.*

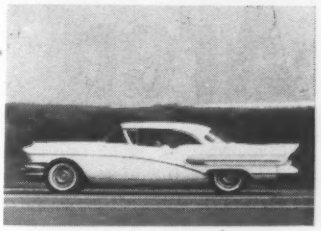
*DENSITY:* The agency producer should be aware that a film which looks good on a projector and screen will not necessarily produce the desired results when seen at home by the ultimate viewer. In order to achieve these results the following points should be kept in mind:

1. Print contrast range should not exceed 50 to 1 nor be less than 25 to 1.
2. Density on high lights in a print should not be less than 0.2 nor greater than 0.3; density in the darkest areas should not exceed 2.0. (Overall range =1.7)
3. Density of human faces in a print should lie between 0.55 to 0.75 for best reproduction.
4. Average density of normal pictorial prints should lie between 0.9 to 1.3.

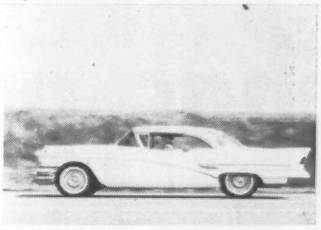
*LIGHTING:* When special lighting effects are necessary producers should keep the following television requirements in mind:

1. The maximum contrast in a scene should be no greater than 20 to 1.
2. Backlight should be used liberally in order to make performers stand out.
3. If faces are too bright they will lose detail when broadcast; if too dark they will tend to go black when broadcast. In addition, brightly lighted areas behind performers' faces may cause them to become objectionably dark.
4. Large dark areas should not be used to create moody or low key effects. Instead, dark areas should be broken up with alternate patterns of light and shadow. If this is not done facial detail will also be lost.
5. Spotlight effects should be handled with extreme care. The subject should be kept in closeup and the background broken up with light.

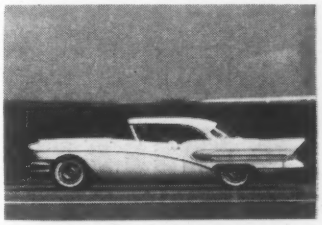
*VERTICAL STAGING:* Use of wide angle camera shots should be kept to a minimum. Television is essentially a closeup medium; remember that the picture which you see on a 12-ft. screen in the projection room is rarely seen at home on a receiver larger than 21 inches. Whenever possible make use of vertical staging to keep someone in closeup at all times.



**POOR:** *Loss of detail in dark gray and white areas due to insufficient negative density.*



**POOR:** *Loss of detail in light gray and white areas due to too great negative density.*

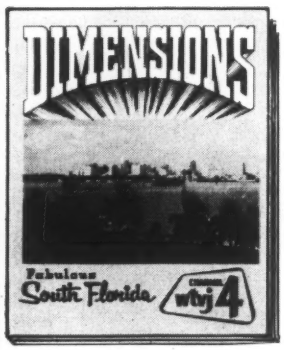


**GOOD:** *Note detail in gray areas resulting from correct negative density.*

*BLACK - AND - WHITE REFERENCE:* Simply, all this means is that every scene should include something which (to the camera) is black and which contains non-essential picture information, and something which (to the camera) is white and also contains non-essential picture information. These two reference points can then be used by the video control operator for setting black and white peaks. This automatically places the picture information with which you are most concerned between those peaks—in the area where it will be received to best advantage.

# *Let's be specific!*

# South Florida's First ARB Area Study shows WTVJ's total coverage. Channel 4 has greater share of audience than all other South Florida stations combined!

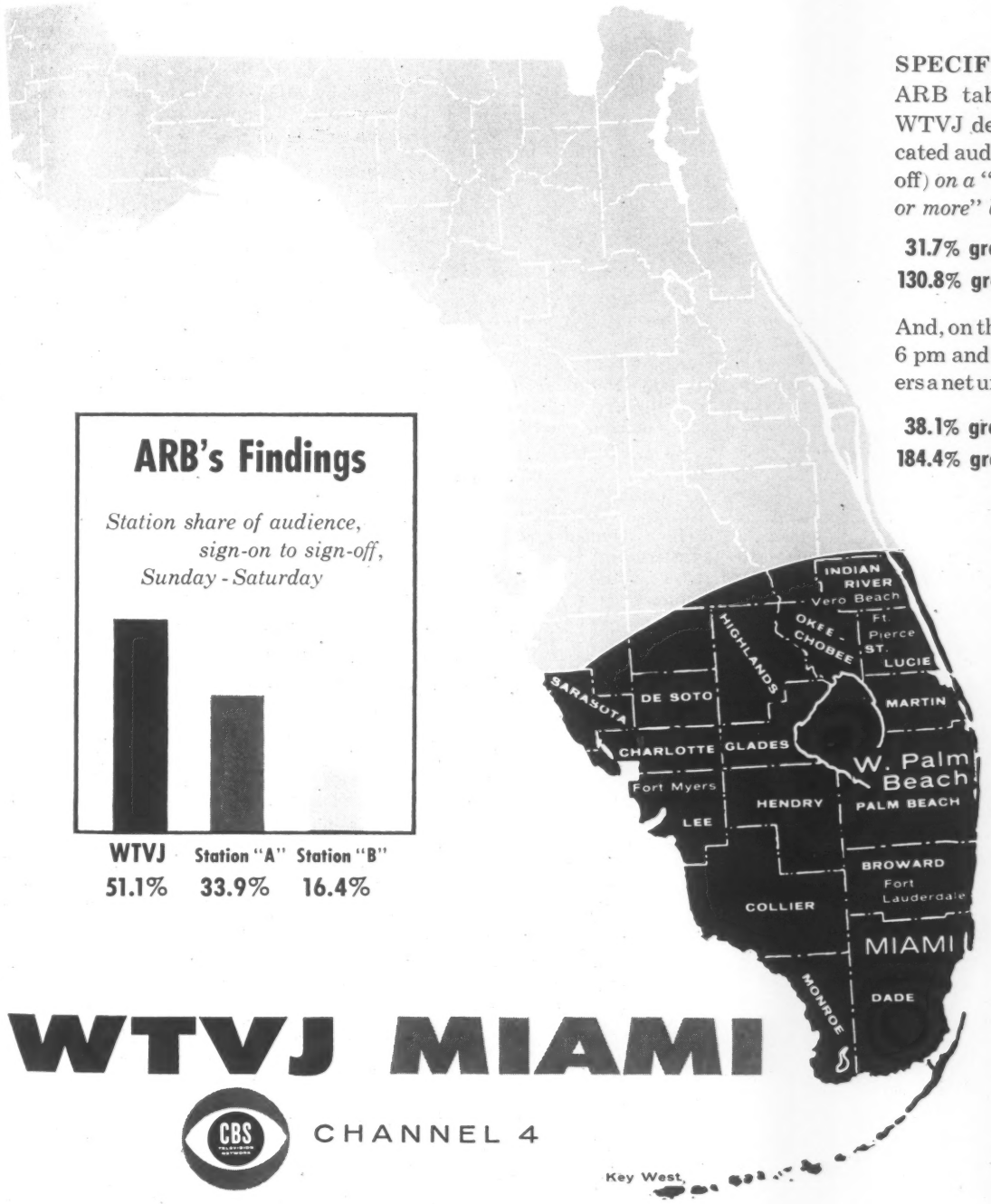



*Ask your PGW colonel for new book "Dimensions"... WTVJ's detailed analysis of ARB's March area study for South Florida. It shows how WTVJ delivers solid audience in every one of South Florida's 18 counties—total coverage from Ft. Pierce to Key West!*

This ad appeared in Advertising Age and Broadcasting on May 19, and in Sponsor on May 17, 1958

# ARB's survey area

## 18 counties with retail sales of $2,466,271,000




**SPECIFICALLY** . . . special ARB tabulations show that WTVJ delivers a net unduplicated audience (sign-on to sign-off) *on a "viewed 5 days per week or more" basis:*

**31.7% greater than Station "A"**
**130.8% greater than Station "B"**

And, on the same basis, between 6 pm and sign-off WTVJ delivers a net unduplicated audience:

**38.1% greater than Station "A"**
**184.4% greater than Station "B"**

### ARB's Findings

*Station share of audience, sign-on to sign-off, Sunday - Saturday*



| WTVJ | Station "A" | Station "B" |
|---|---|---|
| 51.1% | 33.9% | 16.4% |

# WTVJ MIAMI

CBS

CHANNEL 4

**SCRIPTS** *of* New York Confidential, *new TPA series under production, are checked by Clarence F. Niessen (seated l), advertising-sales promotion manager of D-X Sunray Oil Co., which is sponsoring the series in 50 midwestern markets this fall; Michael M. Sillerman, executive vice president, Television Programs of America Inc. (seated r); (standing, l to r), Eugene Dennis of Potts-Woodbury Inc., D-X Sunray advertising agency; Leon Fromkess, TPA vice president and executive producer of* New York Confidential, *and Walt Plant, TPA western division manager. The show, starring Lee Tracy, starts for D-X Sunray in 13 states Sept. 8.*

## AAP Stock to be Held In Trust Until Trial

New York State Supreme Court Judge Aron Steuer Jr. last week granted a temporary injunction that will hold controlling stock in Associated Artists Productions in trust pending the outcome of litigation. The complaint by National Telefilm Assoc. filed early in the year [FILM, Jan. 20] was heard on April 29.

United Artists Corp. is enjoined from carrying out its plan to take over assets of AAP until a trial is held. No date has yet been set for trial. The history of the AAP-NTA-UA squabble is a long one. It began in November when NTA announced it had contracted to buy more than 50% of AAP common stock from a shareholders' group headed by Louis Chesler, then AAP board chairman, and Maxwell Goldhar, then an AAP director and vice president. These principals later repudiated the report transaction and NTA in December filed suit in New York State Supreme Court asking $200,000 in damages each against UA and five officers of UA and AAP. UA, meanwhile, had announced that month that its subsidiary, Gotham Television Corp., had purchased 700,000 shares of AAP stock for $8.5 million.

Because of Gotham's creation subsequent to the time NTA had filed its original damage suit, a new action was filed in January and it is this action on which the judge has granted the injunction. NTA renewed its claims for damages in its January filing providing the stock is turned over to NTA. If not turned over, then NTA seeks $18 million in damages. Defendants: UA, Gotham, AAP, Elliot Hyman (AAP president), and Ray Stark and Henry J. Zittau (AAP directors), Chemical Corn Exchange Bank, Manufacturers Trust Co., United Artists Associated Inc. and its sole stockholder, Herman Robbins.

### Feld Elected Guild Films V.P.

Irving Feld, general sales manager of Guild Films, has been elected vice president for sales as well as a member of the board of directors and appointed a member of the executive committee, John J. Cole, president of the company, announced last week. Prior to joining Guild Films, Mr. Feld was with Motion Pictures for Television as eastern sales manager, southeastern sales manager, and southwestern sales manager; before that he was with Dragnet Productions.

MR. FELD

### Wagg Offers Short Film on Asia

Alfred Wagg Pictures, Washington, is offering a 13½-minute film, "Challenge in Asia," to stations for use without charge. Narrated by Lowell Thomas, "Challenge in Asia," shows Philippine President Carlos P. Garcia at work and at home, giving his answer to the Asian challenge. The public service film was commissioned by four oil firms, produced and directed by Alfred Wagg, and written by Joe DiMona. It is being distributed by the Wagg firm at 7801 Woodmont Ave., Washington 14, D. C.

### WCBS-TV Buys 700 Films

MCA-TV Film Syndication offered its Paramount features package to all seven New York stations last week and within 48 hours, WCBS-TV New York bought the 700 pictures for a reported price of over $8 million. Contract was signed by Lou Friedland, vice president in charge of sales for MCA-TV film and Sam Cook Digges, general manager of WCBS-TV and Hal Hough, program director for the station.

This marks the third sale for Paramount Pictures by MCA-TV. Two previous sales were to WBZ-TV Boston and KETV (TV) Omaha.

### Paramount Earnings Up

Paramount Pictures Corp. reports an estimated consolidated net earning of $1,045,000 in the first quarter of the year includes a net income of more than $8.3 million. Nearly $7 million reportedly was special income that represented installment sale of films and other special transactions after deduction of Federal Income taxes. The earnings represented 75 cents per share. In the corresponding quarter last year, Paramount reported earnings of $1,299,000 or 66 cents per share. Paramount's board voted a quarterly dividend of 50 cents per share on common stock payable June 13 to holders of record May 26.

### FILM SALES

**Westinghouse Broadcasting Co.** has announced it bought 52 four-minute films of new *Animaland* film package for showing on its five tv stations. Films are produced by Telescene Film Productions Co., N. Y. Series is said to be filmed from "real life, yet the animals act out the story . . . and acquire human voices." WBC transaction was pre-release sale and package is now available to stations throughout country.

**Associated Artists Productions,** N. Y., has sold Warner Bros. cartoon library to Hearst Corp. for its owned WBAL-TV Baltimore and WISN-TV Milwaukee. Library also was sold to WNEM-TV Bay City, Mich.; Popeyes to KTTS-TV Springfield, Mo., and Jupiter group of Warner Bros. features to KTVU (TV) San Francisco; WISC-TV Madison, KTNT-TV Seattle-Tacoma and WROC-TV Rochester, N. Y. Additional films in AAP library were purchased by WHCT-TV Hartford and KENS-TV San Antonio.

**Associated Artists Productions** reports sale of its full Warner Bros. feature library (more than 700 motion pictures) to Storer Broadcasting Co. for WJW-TV Cleveland and WSPD-TV Toledo, both Ohio. AAP also reported Vanguard group (52 Warner features) was purchased by WOOD-TV Grand Rapids and WDAF-TV Kansas City, and groups of Warner pictures to WHDH-TV Boston and WBBM-TV Chicago. KBET-TV Sacramento, Calif., extended its contract for added runs of its pictures from AAP's Gold Mine library.

# KRON is TV in SF

*San Franciscans are sold on KRON-TV*

**AVAILABLE**
**MIKE HAMMER**
**Alternate Tuesdays**
**10:30-11:00 PM**

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

# Some homes are more VALUABLE

*GET AGE* homes are a prime example. For advertisers, they comprise the most valuable audience in America. Because the *GET AGE* (the years between 16 and 49) includes families when they're young and growing . . . when their wants and appetites are most prodigious. It includes, too, families at the very peak of their earning power – who are buying more than they ever will again. *GET AGE families spend an average of one-third more, per household, than any other age group!**

*Source: Alfred Politz, "Life Study of Consumer Expenditures," 1957. **Average audience based only on homes with housewife as classified by A. C. Nielsen. ***Average audience and program cost data based on A. C. Nielsen, January-February, 1958 (Sunday through Saturday, 7:30-10:30 P.M., NYT). Cost per thousand homes per commercial minute for housewife homes (16-49 years of age) based on programming costs prorated to include all A. C. Nielsen housewife-classified homes.

# E than others

*The payoff:* 72% of ABC Television's average audience** is made up of *GET AGE* homes. Corresponding figure for each of the other two networks is 64%. What's more, cost per thousand for *GET AGE* householders on ABC is $3.92. The other two: $4.95 and $4.55.***

Household for household, *GET AGE* families buy far more automobiles than anyone else. They buy far more groceries, far more home appliances, far more of everything that's advertised on television. And remember:

**You get them at the GET AGE on abc-tv**

# CBS-TV SPLIT SHUFFLES 5 POSTS

The creation of separate service departments for CBS-TV's newly split network and stations divisions got under way last week [CLOSED CIRCUIT, May 12].

In the CBS-TV network division, headed by President Louis G. Cowan, the down-the-middle separation got under way with the appointment of Charles Steinberg, director of information for CBS Radio, as director of information services for the tv network, and of George Bristol, director of sales presentations for CBS-TV as operations director, sales promotion and advertising.

On the CBS-TV stations division side, President Merle S. Jones announced the setup will include:

• John Cowden, who has been operations director of the CBS-TV sales promotion and advertising department, will be vice president in charge of sales promotion and advertising for the stations division.

• Thomas Means, director of promotion service for CBS-owned television stations, will be director of sales promotion and advertising.

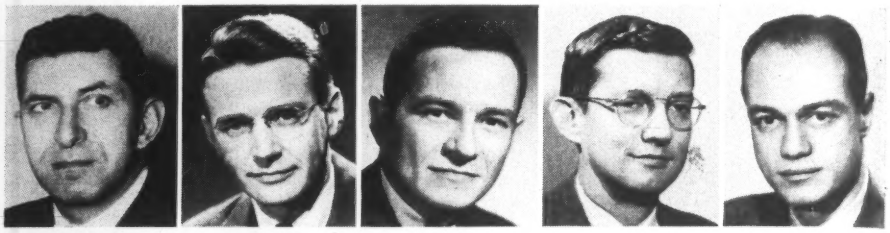
• Charles Oppenheim, CBS-TV director of information services, will be director of public relations.

• A controller and a director of engineering for the division, both to be announced in the near future.

• Heads of other components of the CBS-TV Stations Div. will continue as follows: Craig Lawrence, vice president in charge of CBS-owned stations and CBS-TV Spot Sales; Leslie Harris, vice president in charge of CBS-TV Film Sales Inc.; William Weiss, vice president and general manager of Terrytoons; Sydney Rubin, director, CBS Television Enterprises, and John Schneider, general manager, CBS-TV Spot Sales.

Mr. Jones also reported that several departments will continue to serve both the network and the stations divisions. These include legal, editing, operations, personnel, office services and photo departments.

The new departmental lineups represent an extension of the principle of separating the two divisions, put into effect last March [NETWORKS, March 17]. The move was attributed to "the growth, size and complexity of the television division."



STEINBERG BRISTOL COWDEN MEANS OPPENHEIM

Mr. Cowden, new sales promotion and advertising vice president for the stations division, has been with CBS since 1938. He started in the promotion department, later was promotion manager of KSFO San Francisco, in 1946 was named director of CBS-owned stations promotion, and in 1951 became operations director, CBS-TV sales promotion and advertising.

Mr. Means started with CBS in 1943 as a promotion department copywriter, became director of promotion service for CBS-owned stations in 1949, and was named director of promotion service for owned tv stations in 1955.

Mr. Oppenheim, who joined the CBS program promotion department in 1948, became director of program promotion the following year; administrative manager of the sales promotion and advertising department for CBS Radio in 1951, and director of information services for CBS-TV in 1954.

Mr. Steinberg, whose successor as press information director for CBS radio had not been set late last week, joined CBS in that post in early 1957. Before that he had been associated with Warner Bros. for 14 years in several publicity posts. He formerly taught in secondary schools and colleges and was director of education for the Book-of-the-Month Club. He is the author of *The Mass Communicators*, a book on public relations which is being published this week by Harper's.

Mr. Bristol has been with CBS 12 years, serving successively as promotion copywriter, senior sales presentations writer, and for four years as director of sales promotion and advertising for CBS Radio. He was named director of sales presentations for CBS-TV in 1955.

# CBS INC. INCOME UP 10.3% IN QUARTER

CBS Inc.'s consolidated net income for the first quarter of this year rose 10.3% over the same quarter of 1957.

The CBS income rise was announced Wednesday by Board Chairman William S. Paley after a meeting of the board of directors. Consolidated net income for the period this year totaled $6,518,039 compared to $5,907,323 for that quarter a year ago, or an increase of $610,716.

Net revenues and sales for the quarter totaled $103,296,857, as compared with $95,946,932 for the same period in 1957.

This represents a gain of 7.7%. Current earnings are equivalent to 83 cents a share as against earnings of 77 cents in the 1957 first quarter. Average number of shares outstanding this year is 7,881,400; last year (for the first quarter) there were 7,651,446.

At the meeting the board declared a cash dividend of 25 cents on Class A and Class B stock payable June 13 to stockholders of record at the close of business May 29.

Dr. Frank Stanton, CBS Inc. president, at the company's annual stockholders meeting earlier [NETWORKS, April 21] had noted that first-quarter figures could be expected to show "a slight improvement in both sales and profits in spite of the prevailing general economic conditions and intense competition in all areas of the company's business." At the time of that meeting, Dr. Stanton had reaffirmed CBS' feeling of "cautious optimism," commenting that nothing had happened during the first quarter of 1958 (other than perhaps the IBEW strike) to alter this attitude.

| | *Three Months Ended* | | | |
|---|---|---|---|---|
| | *March 29, 1958 (13 Weeks)*[2] | | *March 30, 1957 (13 Weeks)* | |
| NET REVENUES AND SALES | | $103,296,857 | | $95,946,932 |
| *Deduct:* | | | | |
| OPERATING EXPENSES AND COST OF GOODS SOLD | $70,807,743 | | $66,709,321 | |
| SELLING, GENERAL AND ADMINISTRATIVE EXPENSES | 17,532,967 | | 14,979,540 | |
| PROVISION FOR DEPRECIATION AND AMORTISATION OF FIXED ASSETS | 1,370,447 | | 1,683,252 | |
| | | 89,711,157 | | 83,372,113 |
| | | 13,585,700 | | 12,574,819 |
| MISCELLANEOUS INCOME, LESS MISCELLANEOUS DEDUCTIONS | | 582,339 | | 72,504 |
| INCOME BEFORE FEDERAL TAXES ON INCOME | | 14,168,039 | | 12,647,323 |
| PROVISION FOR FEDERAL TAXES ON INCOME | | 7,650,000 | | 6,740,000 |
| NET INCOME FOR PERIOD | | $ 6,518,039 | | $ 5,907,323 |
| EARNINGS PER SHARE[1] | | $ .83 | | $ .77 |

1. Earnings per share are calculated on the average number of shares, 7,881,400 in 1958 and 7,651,446 in 1957, outstanding during the respective three month periods.
2. The 1958 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

# What's news in Cleveland?

**The Sohio Reporter** with award-winning Warren Guthrie is news. Continuously on WJW-TV since 1950, it is the most important news show in Ohio. Aside from all the news-wire and photo services, this one is highlighted by storyboards and animations — animations that add creative movement to the big story of the day.

**City Camera,** the latest addition and most challenging approach to newscasting, is news. Full-time news camermen, using fully equipped station wagons, are on the go getting the Cleveland news for rapid-fire screening by two on-the-air veterans. "Camera" is followed by Cleveland's only network newscast — Doug Edwards with the CBS world and national picture.

"Famous on the local scene"

**WJW·TV**

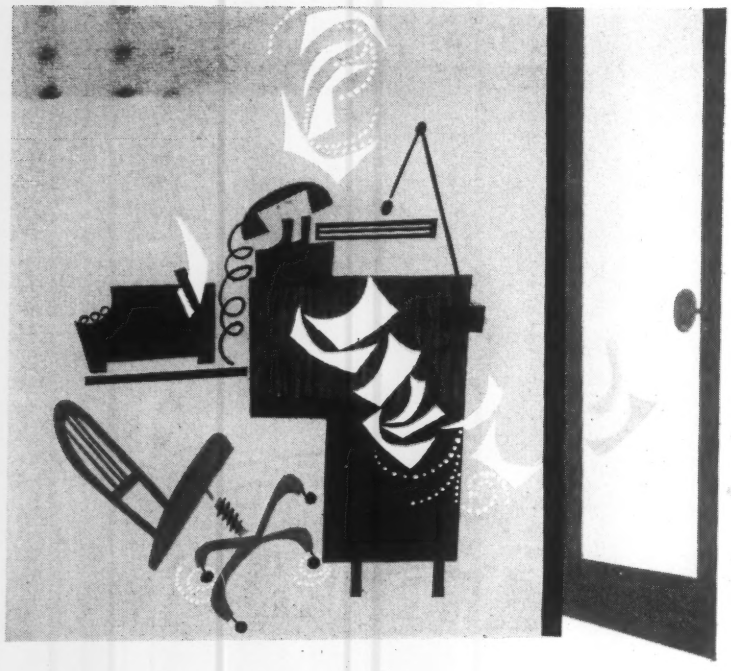
**CBS • CLEVELAND, OHIO**

Represented nationally by **The Katz Agency, Inc.**

STORER BROADCASTING COMPANY

Storer Television

| WJW-TV | WJBK-TV | WAGA-TV | WVUE-TV | WSPD-TV |
|---|---|---|---|---|
| Cleveland | Detroit | Atlanta | Wilmington-Philadelphia | Toledo |



It's a fact worth repeating: 40% of all network sponsored time is on the NBC Radio Network. That's 33% more than the second network—a lead of 13 commercial hours per week. NBC is the only network to show an increase in sponsored time in the past year!

The number of advertisers has leapt ahead, too . . . from 26 in 1956 to 115 in 1957 . . . more advertisers than any other network. Thirteen of the top pre-television blue chip advertisers are now back on NBC Radio.

Credit this growth to NBC's imaginative programming aimed at increasing radio's usefulness for advertisers and audiences. Concepts like STARDUST which brings big star excitement back to radio; public service features like NEWS ON THE HOUR which attracts

more listeners than any other radio show; constantly changing NIGHTLINE, aimed at the perceptive adult audience. No wonder NBC advertisers are the most-listened-to in all network radio! Month after month they are attracting the medium's biggest cumulative audiences according to Nielsen.

In television, NBC has forged into the Number One position nighttime in the nation's major markets. Now the NBC Radio Network joins the surge toward new peaks of advertiser and audience acceptance with 33% more sponsored time than the second network.

# NBC RADIO NETWORK

## Akerberg Leaving CBS To Set Up Consultancy

Herbert V. Akerberg, CBS-TV station relations vice president, is resigning after almost 30 years with the CBS organization and will open offices as a radio-tv consultant.

He said he would start his consultancy in about two weeks, with CBS as one of his clients. He currently is completing recuperation from a leg ailment at Doctors Hospital in New York.

MR. AKERBERG

Mr. Akerberg said his offices would be in New York and that he would offer to radio-tv management a consultant service extending "from the preparation of FCC applications right on through" the full range of broadcast problems.

Mr. Akerberg joined CBS in 1929 as an engineer, subsequently served as chief engineer and as research and development engineer before he was named vice president in charge of station relations in 1936. He headed station relations for both radio and television until 1953, when he switched to television exclusively.

During his station relations tenure the number of CBS affiliates has grown, he recalled, from 13 radio stations to some 200, and from two tv stations to more than 200.

Before joining CBS Mr. Akerberg built the old WPAL Columbus, Ohio, in 1923 and operated it until 1926. He also served as manager and chief engineer of the former WAIU Columbus, and did experimental work with Bell Labs.

In the current station relations structure at CBS-TV, William B. Lodge is vice president in charge of both station relations and engineering, and Edmund Bunker is vice president and director of station relations.

### WCHS-TV Set As ABC Primary

On July 1 WCHS-TV Charleston, W. Va., will become the 85th primary affiliate of ABC-TV, it was announced last week by John Gelder Jr., station vice president and general manager, and Alfred R. Beckman, vice president in charge of station relations for ABC-TV. WCHS-TV operates on ch. 8 with 158 kw serving the Charleston-Huntington market.

### NBC-TV Puts Games, Serials In Daily 2-4 P.M. Time Slots

NBC-TV will introduce four new shows when it re-programs part of its Monday-through-Friday afternoon schedule starting June 30, it was announced last week by Robert F. Lewine, vice president, NBC-TV network programs. Two of the shows, set for the 2-3 p.m. period, will be in color. The 3-4 p.m. programs will replace *Matinee Theatre*, live color drama series.

New programs include: 2-2:30 p.m., *Lucky Partners*, featuring five contestants and merchandise prizes; 2:30-3 p.m., *Haggis Baggis*, a game program in which four contestants attempt to identify the concealed photo of a well-known personality; 3-3:30 p.m., *Today Is Ours*, the story of Laura Manning, assistant high school principal in the town of Bolton, and 3:30-4 p.m., *From These Roots*, the story of the Fraser family in a contemporary American town. All will originate live in New York.

PERSONNEL RELATIONS

# PETRILLO PLAYS CODA ON AFM JOB

- **Musicians' national president says no encore**
- **Will continue, however, to conduct Chicago local**

James Petrillo tossed in his trumpet last week as the American Federation of Musicians' Little Caesar—and sounded very much as though he meant it. If he sticks by his decision to quit the presidency of the musicians' union next month, broadcasters and allied interests can claim the end of an era—18 years of dealing with one of the most powerful labor personalities of all time.

Mr. Petrillo made the historic announcement last Wednesday and made plain he will not reconsider his decision, notwithstanding appeals from some locals that he permit himself to be renominated again at the AFM's national convention in Philadelphia June 2. His action took members of AFM Local 10 in Chicago by surprise. The announcement was contained in a letter to AFM members.

At a news conference in Chicago, Mr. Petrillo also:

- Stated he would continue as president of the Chicago Federation of Musicians (at an annual salary of $26,000). He was re-elected to a new five-year term last January and is starting his 37th year.
- Reported he plans to resign as vice president of the AFL-CIO 29-member high command—"I won't stay on any longer than I can help it."
- Chastised Cecil F. Read, head of the newly-formed rebel Musicians Guild of America, as someone "who grew rich off the labor movement" and turned on the parent AFM.
- Declined to recommend his successor as AFM president—"that would be suicide for I have a lot of good friends."

Mr. Petrillo is resigning a post that paid him $20,000 annually but retaining another (that of the CFM) at $26,000 (tax free). He also revealed that starting in August 1959, he will be entitled to an annual pension of $10,000 under an AFM plan to become effective later.

Mr. Petrillo has been identified with the labor movement for 42 of his 66 years and an AFM officer since 1932. Before assuming the presidency of the Chicago AFM in 1922, he was vice president of the Chicago local for three years. He was president of the Independent American Musicians Union for three years before it amalgamated with the Chicago federation. He served on the AFM's international executive board from 1932 to 1940 when he was elected president. In 1951 he was elected vice president of the AFL and has been re-elected yearly since then.

Why is Mr. Petrillo playing a coda after so many years? He stated:

"I cannot say that I am sick man but I am a tired man and I do not seem to have the recuperative powers I used to have. My doctor advises me that if I continue as president, I would have to take things easy. I just can't take it easy in this position without hurting the organization I love."

Friends and foes alike have noticed a mellowing of the onetime stormy Petrillo personality in recent years.

The AFM czar revealed he had considered resigning at the 1957 AFM convention in Denver "but I reconsidered because of the lawsuits instituted in Los Angeles against the AFM. Since then our attorneys have advised me that these lawsuits could go on for years."

He evidently referred to suits by a group of Hollywood musicians (members of Local 47) seeking $8.5 million damages from the parent union for 6,000 musicians in the phonograph recording industry and $4.5 million from the national AFM for 2,400 employed in motion pictures. The suits have been on docket since November 1956. Los Angeles Superior Court granted their petition for a preliminary injunction to prevent California-based recording companies from making payments on 21% of the current recording wage scale. The court also denied the group's request for similar injunctions against trust fund payments based on royalties from sale of phonograph records and on payments by motion picture companies into trust funds for the privilege of using theatrical films on tv. The rebel group claimed the monies in these payments actually belong to musicians employed in the manufacture of records and motion pictures [PERSONNEL RELATIONS, Jan. 13].

Mr. Petrillo claimed the AFM presidency is becoming "more difficult" every year, requiring great patience, partly because of laws "restricting labor unions." He added, "there are no longer any easy decisions. All decisions now require long deliberation and the conclusion of a problem often takes weeks and sometimes months. The position requires a vigorous, younger man with bright new ideas, and I am sure that we have not only such a man but several such men . . . who could ably fill this position."

Mr. Petrillo pointed out that, "While other unions now are faced with automation destroying their jobs, we have had automa-

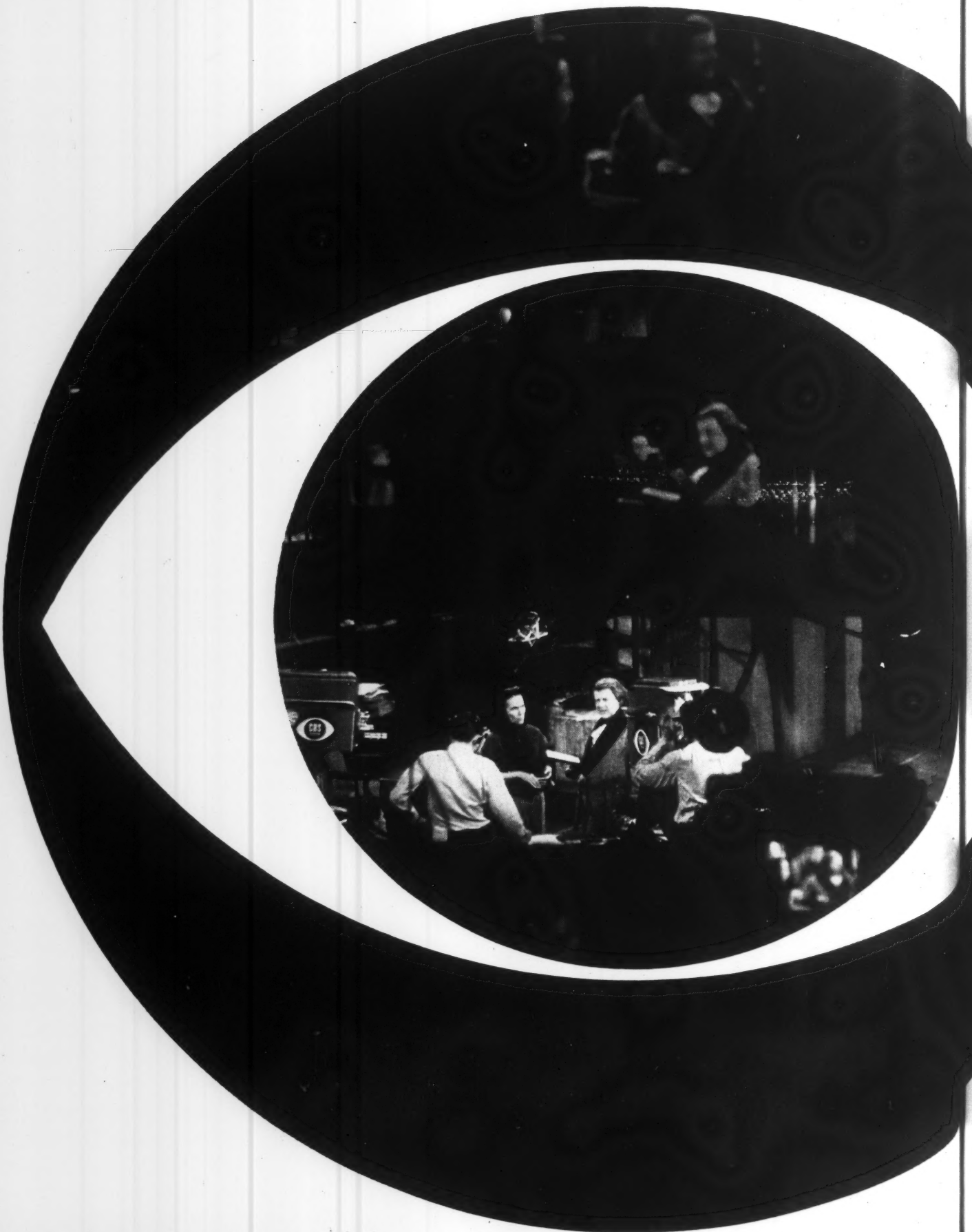
the
one
and
only
way
to
cultivate
the "five-county-city"
...America's
farm-rich
oil-rich
industry-rich
family-rich
pioneer
country.

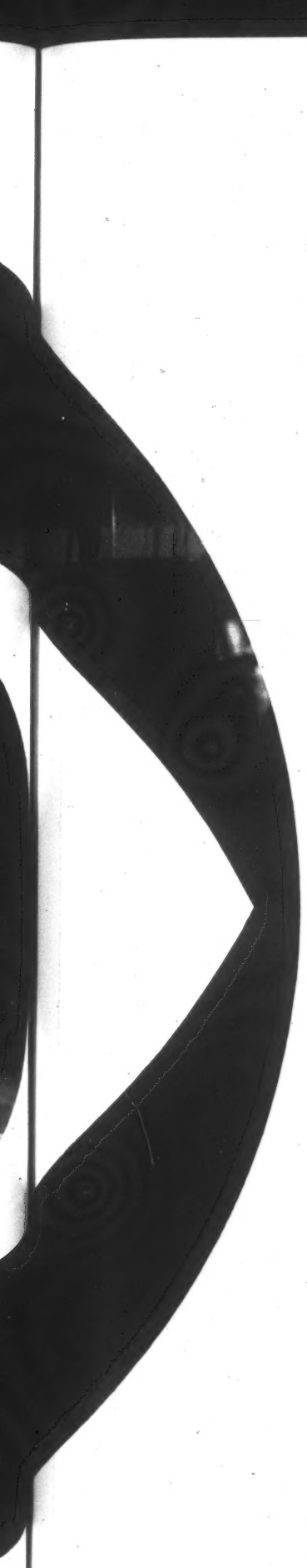
**KERO-TV**
BAKERSFIELD

Channel 10 is television in the San Joaquin Valley

NBC for California's Super-Market

Represented by Edward Petry & Co., Inc.





# Steel means Business

It always does. U. S. Steel's decisions have long been watched as an index of future business activity.

Its early decision to renew its distinguished dramatic series on the CBS Television Network* and to increase its investment in television with a program in the daytime** —indicates its confidence in the nation's economy.

It also suggests its confidence in network television. No mere patron of the arts, Steel knows what to expect from network television—and gets it.

It knows that television's audience is constantly growing. It knows that the audience to its own dramatic program *(an audience which averages more than 20,000,000 for each broadcast)* grows increasingly responsive.

It knows that three out of every four adults in the nation have seen the program and that those who watch it have an even higher opinion of Steel's products and policies than those who don't.

It knows that to open up new markets, expand old ones and maintain a favorable image in the public mind, there is no more powerful medium at its command than network television.

Like Steel, other major television advertisers who mean business have announced their renewals for the coming season: Allstate Insurance, American Tobacco, Campbell Soup, Kimberly-Clark, Socony-Mobil, and Westinghouse.

And like Steel they employ the medium that provides the largest nationwide audiences in all advertising.

**THE CBS TELEVISION NETWORK**

*The United States Steel Hour, the award-winning series of live dramatic programs produced by the Theatre Guild.

**Beginning on June 4, the Wednesday reports of the CBS Morning News with Richard C. Hottelet.

tion for over 30 years through the recordings we make, which do not help the employment situation in any local." He described the AFM as a good, solid, strong labor organization" and the "best organized union in the labor movement today."

Specifically, the musicians' president notified the AFM membership, "The time has come when I must decline to accept the nomination" as president of AFM during its 61st annual convention in Philadelphia. He expressed a hope that delegates would respect his wishes by not placing his name in nomination or "if nominated by permitting me to withdraw."

Mr. Petrillo remarked that "too many labor leaders . . . have made the vital mistake of remaining on the job when their usefulness to the organization they represent is a thing of the past. The result is that their organizations suffer many setbacks that could have been avoided had they retired at the proper time."

Despite resolutions at three different conventions seeking to oust him as AFM national and Local 10 president, delegates unanimously elected him, Mr. Petrillo noted. Last January he won out again as Local 10 chief without opposition.

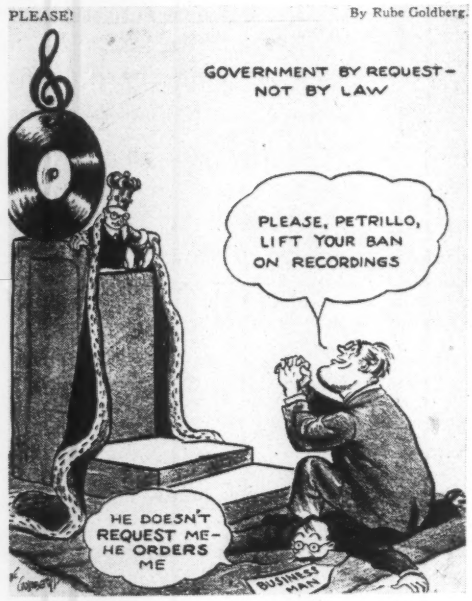
It was in that capacity that broadcasters had their first brush with Mr. Petrillo back in January 1932, antedating more extensive and bitter altercations with the networks and recording industry on a national scale in later years. Chicago stations held firm against Local 10 demands and negotiated new pacts averting a strike.

Mr. Petrillo flexed his muscles in 1937 as CFM czar by forbidding members to make recordings save under special conditions—a move designed to avert "canned" music and the threat of unemployment to musicians. That same year the national AFM called for a minimum of musicians employed at broadcast stations lest they lose their musical programs and later an AFM strike was averted when network affiliates agreed to spend an additional $1.5 million yearly for staff musicians. In 1938 non-network stations were further drawn into the AFM employment picture when the union demanded that recording companies bypass stations without union licenses. (An

## Some of the moments in a momentous career

ELECT
☒ James C. Petrillo
— FOR —
VICE-PRESIDENT
Chicago Federation of Musicians
LOCAL No. 10 A. F. of M.
ALSO CANDIDATE FOR
☒ DELEGATE to the
Chicago Federation of Labor
Election Day Tuesday December 2, 19
Polls Open from 12 A. M. to 9 P. M.
175

**JAMES CAESAR** *was yet to become famous on the national scene when this 1919 poster was circulated.*

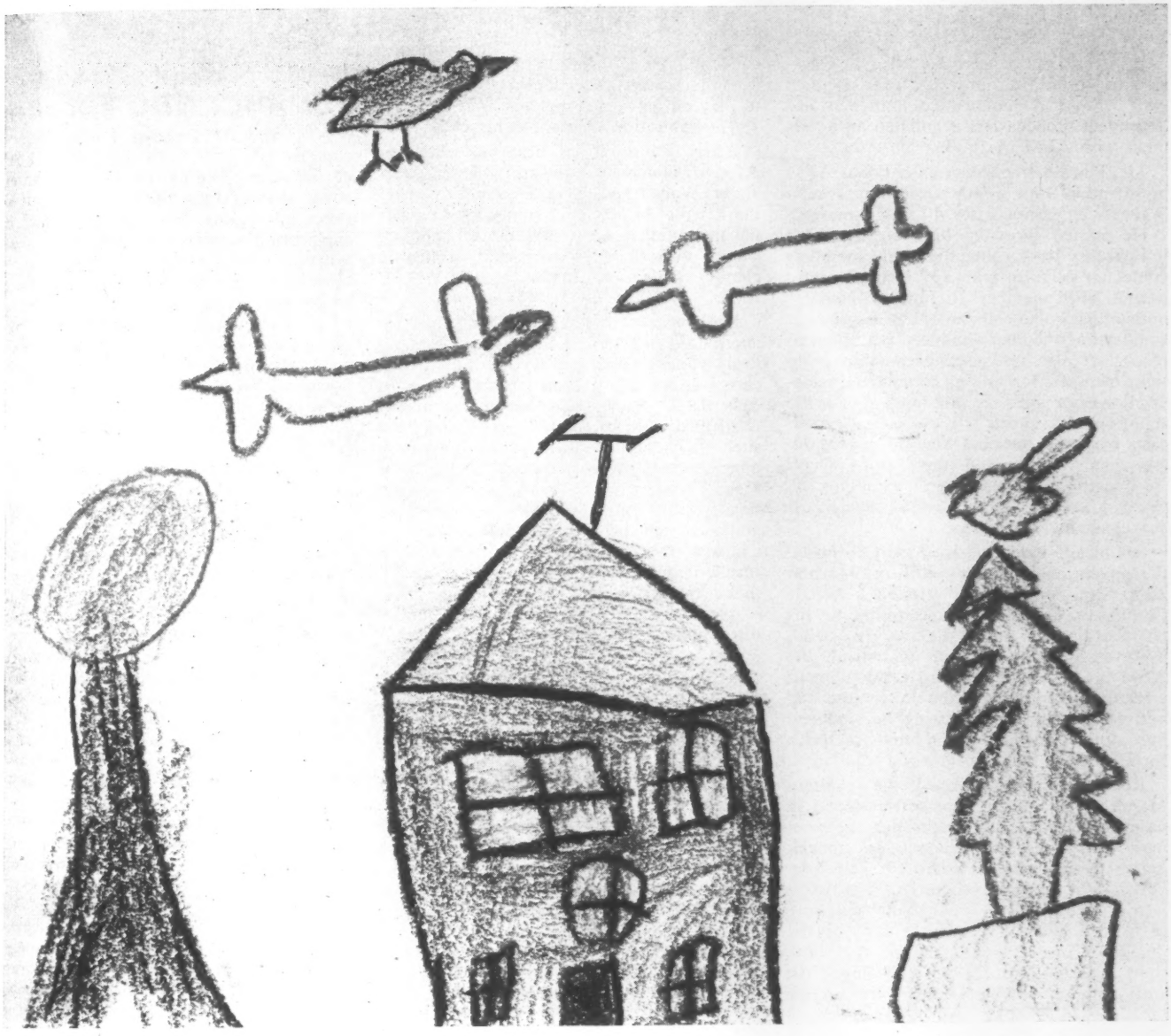



**MR. PETRILLO** *was a favorite cartoon subject. The* New York Sun *printed this one in October 1944 after President Roosevelt asked him to lift the recording ban.*

**THIS** *was a familiar pose of the fiery AFM president—with clenched fist for the opposition.*

**HIS STATUS** *as an ex-trumpet player was the basis for many gags, like this duet with President Harry Truman at an AFM convention.*

**PETRILLO** *as he left his Chicago office last Thursday after saying he will retire.*



The Eastern Iowa air is full of wondrous things, including WMT-TV's fat signal.

The March ARB Area Report shows WMT-TV
first in 358 out of 487 quarter-hours measured.

**Art Lovers Please Note:** Hutch, who signs (and does) what for lack of a more precise term is called art in most of the WMT advertisements that use art, has received a number of letters (one) asking if he or his 6-year-old daughter did the art for the Little Red Riding Hood advt. (advt.) which WMT ran in this publication recently.

The answer is neither. It was Jill, the 6-year-old daughter of the man who does the photographs for WMT advertisements which use photographs.

Neither Hutch nor Jill did the art for this advertisement. It was done by Marjorie, the 7-year-old daughter* of the man who writes the copy for WMT advertisements which use copy.

*When she was 5.

independent radio network affiliates group was organized the previous year to deal with AFM.) A national committee of independent broadcasters negotiated an agreement with AFM in 1938.

Mr. Petrillo stepped in as national AFM president in June 1940, succeeding Joseph Weber who retired after 40 years service.

He started throwing his weight around in February 1941, ruling that AFM members could not perform with any instrumentalist not an AFM member. In June 1942, AFM notified recording companies that, as of Aug. 1, no AFM member would be permitted to record. It also rescinded permission given some members for making commercial transcriptions for onetime air use. A Petrillo ruling in July forced NBC to cancel broadcasts from the National Music Camp at Interlochen, Mich., and the Justice Dept. stepped in that August with an injunction when Mr. Petrillo refused to cancel his strike against recordings.

A Chicago federal district court dismissed the government suit in October 1942 and AFM President Petrillo rejected a Senate Commerce Committee request that he lift his recording ban during the war. He agreed, however, in January 1948 to consult the AFM board, looking toward resumption of work on recordings, and the union suggested a fixed fee for each pressing be siphoned into a union unemployment fund—the price for ending the strike.

Recording firms rejected the plan in March 1943 and an impasse developed in union negotiations lasting through the summer, with transcription companies appealing to the War Labor Board for help. Mr. Petrillo's edict seemed final: "No more transcriptions for anyone at any time." A plan for paying performance fees to the union for record broadcasts and for copyright legislation protecting recording artist and company elicited little favor among broadcasters. That October NAB denounced the principle of direct payments to the union as "vicious" after six transcription firms had signed with AFM to pay royalties.

The War Labor Board found Mr. Petrillo and AFM balky on the matter of ending the strike against the recording firms and referred the matter to the Office of Economic Stabilization in August 1944. Even President Roosevelt's personal appeal to the AFM czar to end the recording strike against RCA, CBS and NBC was rejected by Mr. Petrillo. All three subsequently capitulated on royalty payments.

In January 1945, with television "just around the corner," the AFM chief warned union members not to appear on tv until further notice. He went even further in October with an edict to networks that dual broadcasting on am and fm violated their contracts. In April 1946, after President Truman signed the Lea Act (dealing with union "featherbedding" practices), the AFM decided to test its validity. It defied the act in May and Mr. Petrillo told members not to play for combined am-fm programs. AFM struck WAAF Chicago in June because of its refusal to hire three additional "musicians" as librarians. He told the AFM convention that if the Supreme Court upheld the Lea Act, he would forbid musicians to play on network programs after Jan. 31, 1947—expiration date for contracts.

After transcription firms acceded to AFM wage demands, Federal District Court Judge Walter Labuy in December upheld the Petrillo AFM camp, ruling the Lea Act unconstitutional (later the U. S. Supreme Court reversed this point) and dismissing charges against the union in the WAAF strike.

In February 1947, the AFM chieftain announced money paid by the recording firms would be allocated for free public concerts—about $2 million at the time. In May the U. S. Senate voted to ban union-controlled "slush funds," specifying that such payments would have to be jointly administered by union and management alike. The government renewed its prosecution of Mr. Petrillo in October, filing an amended bill of criminal information in Chicago District Court; Mr. Petrillo, in turn ordered his members to "never again" make transcriptions and recordings. Networks and the AFM began new contract discussions.

Ten years ago—in 1948—AFM-broadcast industry relations struck a new dissonance. Mr. Petrillo yanked all AFM members out of recording studios, which claimed two-year backlogs on hand. Judge Labuy again found Mr. Petrillo not guilty of violating the Lea Act, which raised a howl of anguish from its author, Rep. Clarence F. Lea (D-Calif.). The union leader dropped his ban against musicians performing for am programs duplicated on fm and extended network pacts for 60 days. Later he offered to end the recording ban, suggesting royalty payments be made directly to a disinterested trustee, thus circumventing Taft-Hartley prohibitions against direct payments to unions. Record firms and the AFM reached agreement on royalties to such a trustee in October and that December signed five-year pacts with the union. Samuel R. Rosenbaum, onetime president of WFIL Philadelphia, was selected trustee and recording peace was near.

Industry relations with the aggressive Mr. Petrillo were comparatively tranquil until June 1953 when he served notice on the tv networks that there might be trouble with the American Federation of Television & Radio Artists and that he would brook no encroachments on the AFM domain involving dual membership requirements. (To this day, some AFM members who perform as talent hold AFTRA cards, though the practice is firmly discouraged by Mr. Petrillo.)

Today internal strife is the sour note in the AFM score.

In 1956 the long-smouldering revolt by Hollywood AFM Local 47 finally erupted against the parent union's $14 million trust fund, leading to the expulsion of Local President Cecil Read. Mr. Petrillo's counterpoint with broadcasters and allied industry segments, by contrast, has been harmonious the past two years.

## NABET Signs Peace For ABC, NBC Force

NBC and ABC signed a new three-year contract last week with the National Assn. of Broadcast Employes and Technicians covering more than 2,000 workers but sidestepping temporarily a decision on 98 non-engineering employes who had declined to ratify the pact.

Neither officials of the union nor the networks would give details of the contract but a network spokesman acknowledged that the provisions "approximated" those of CBS' pact with the International Brotherhood of Electrical Workers, signed last month after a two week strike [AT DEADLINE, April 21]. There were no work stoppages at ABC and NBC (except for a quickie walkout at KGO San Francisco last week), though negotiations had been conducted since early January. Terms of the new contract will be retroactive to last Feb. 1.

A network spokesman said "an impartial umpire" has been chosen to rule on the merits of the case presented by the 98 non-engineering employes at the two networks proposal earlier this month.

The contract covers almost 1,400 workers at NBC and about 650 at ABC. Based on the CBS-IBEW agreement, which was made public, it is believed that the NABET pact calls for raising the base pay immediately from $171 to $185 weekly for the top-salaried technicians and climbing again to $190 per week on Aug. 1, 1959. Top base pay under the new contract reportedly will be reached after three years (instead of four in the old pact), with the lowest pay starting at about $96 weekly.

It was reported that the networks, which earlier had refused to sign a "piecemeal contract" (one not including the non-engineering personnel), agreed finally when assurances were given by NABET that a strike or work stoppage by non-signers would not be supported by the union.

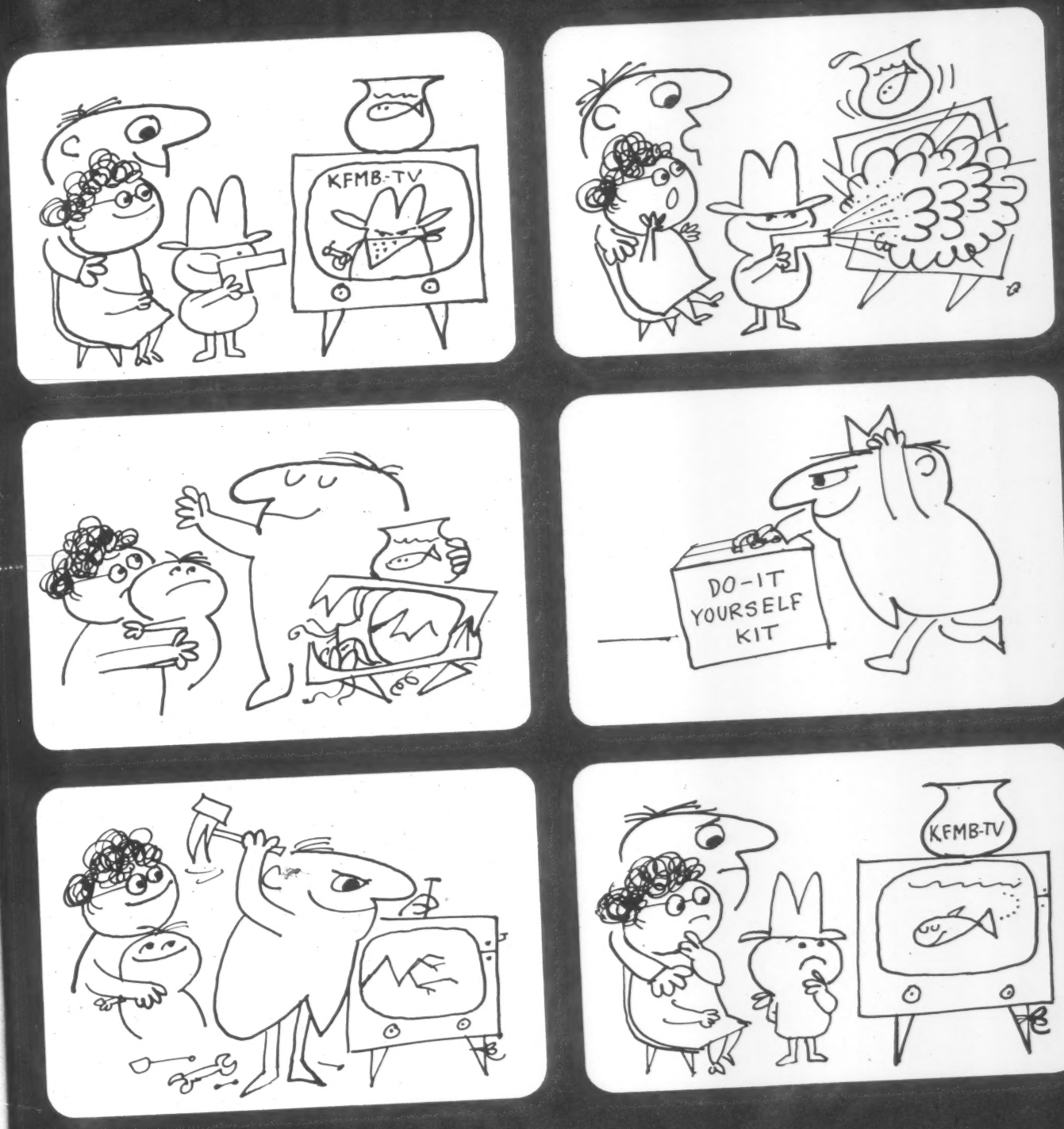
### Strike Interrupts KGO Operations

A wildcat strike kept KGO San Francisco off the air for five hours Monday morning, from 5:30 to 10:30 a.m., when some NABET members employed at the station walked off their jobs and set up picket lines which other NABET members respected. About 150 employes were involved in the stoppage. Once the national office of NABET learned of the walkout, union machinery started to work and the men were back on the job in short order. John Pace, managing director of KGO and general manager of KABC Los Angeles, both ABC-owned radio stations, said he expects no further trouble at either station.

### SEG Re-elects Officer Slate

A complete slate of Screen Extras Guild officers has been re-elected for another year. They are, all unopposed, Franklyn Farnum, president; Jeffrey Sayre, first vice president; Tex Brodus, second vice president; Paul Bradley, third vice president; Kenner G. Kamp, treasurer. Paul Christy, recording secretary, defeated Sandee Marriott by a vote of 972-260.

# We're selling more sets in booming San Diego




**In San Diego County alone, there are 286,700 TV Households.***

**In Channel 8's COVERAGE area, there are 527,139 TV Households.***

**MORE people are watching Channel 8 on MORE sets than EVER BEFORE!**

*Joe Coffin and Associates, Los Angeles

**KFMB 8 CBS TV**

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co., Inc.

**SAN DIEGO**

America's more market

# SENATE OKAYS BARTLEY, CROSS

The U. S. Senate on Thursday approved the nominations of Robert T. Bartley and John S. Cross to be commissioners of the FCC. The action was taken on a voice vote and came one day after the nominations of both men had been approved by the Senate Commerce Committee.

Mr. Bartley was reappointed for a new full seven-year term which expires June 30, 1965. The Texas Democrat became a commissioner March 6, 1952.

Mr. Cross, assistant chief of the State Dept.'s Telecommunications Division, was named to succeed former Comr. Richard A. Mack whose term expires June 30, 1962. Mr. Mack resigned early this year following exposure of his financial dealings wth Miami attorney Thurman A. Whiteside. Mr. Cross is a native of Arkansas and also a Democrat.

Both nominations were approved unanimously by the Senate committee.

Mr. Bartley's re-appointment begins July 1. Mr. Cross' appointment is immediate.

At week's end, no arrangements had been announced on Mr. Cross' swearing in. Both Mr. Bartley and Mr. Cross were attending a Radio Technical Committee on Marine [communications] meeting in Philadelphia last week.

When Mr. Cross is sworn in, the Commission will be at full strength for the first time since March 3 when Mr. Mack resigned. It has been operating since then with six commissioners.

Mr. Bartley, 48, began government service in 1934—with the FCC. He was chief of the Commission's Telegraph Div. when he left to join the Securities & Exchange Commission. He then became a vice president of the Yankee Network, and was director of war activities and later of government relations of NAB. He was secretary-treasurer of Fm Broadcasters Inc. and, when FMBI merged with NAB, of NAB's fm department. From 1948 to 1952 he was

COMR. CROSS

COMR. BARTLEY

administrative assistant to his uncle, House Speaker Sam Rayburn (D-Tex.)

Mr. Cross, 53, was born in Birmingham, Ala. An electrical engineer (Alabama Tech, 1923), he worked with the state highway departments of South Carolina and Michigan, as construction superintendent for the S. S. Kresge Co. chain, with the Studebaker Corp., and with the federal government (National Park Service and after World War II in his present post at the State Dept.). He was a Navy captain during the war.

### CROSS CHECK

Last Tuesday, new FCC Comr. John S. Cross was the subject of four tightly packed, small-print pages of the *Congressional Record*. The material—a reprinting of the biographical material Mr. Cross had submitted to the Senate Commerce Committee at his appearance—was inserted in the *Record* by Sen. Wayne Morse (D-Ore.). Sen. Morse in April had caused to be reprinted a letter to the editor, published in the *New York Times*, critical of Mr. Cross' nomination to be an FCC commissioner, on the ground that he was not well known. Mr. Cross furnished his dossier to Sen. Morse to answer allegations that he was an obscure government official, and Sen. Morse on May 13 submitted the whole document on the floor of the Senate in the interest of fairness.

## FCC TERM BILL GETS COMMITTEE NOD

- **President gets removal power**
- **Agency laws now uniform**

The Senate Interstate & Foreign Commerce Committee, in executive session Wednesday, approved a proposed bill which would permit a member of the FCC to remain in office, after expiration of his term, until a successor has been appointed and approved. The bill also would give the President authority to remove a commissioner from office for "inefficiency, neglect of duty, or malfeasance."

Drafted last March [GOVERNMENT, March 17], the bill will be introduced as a committee report by Chairman Warren Magnuson (D-Wash.). The committee's action kills a second draft which would have abolished the FCC and replaced it with a Federal Communications Administrator and a three-man Communications Court of Appeals.

The bill actually makes uniform the laws covering the FCC, FTC, Interstate Commerce Commission, Federal Power Commission and Civil Aeronautics Board. Acts establishing the ICC and FTC already contain both the above clauses and the CAB Act contains a removal provision.

Whether the President has the legal power to remove a member of the FCC became a moot question at the time Comr. Richard A. Mack was under fire in the House Legislative Oversight Subcommittee investigation in the grant of ch. 10 Miami to National Airlines. Mr. Mack subsequently resigned.

Under the present law, a commissioner automatically leaves the FCC when his term expires. There is no provision made for him to continue until a successor has been chosen. In the past, this has resulted in the Commission being short-handed for weeks and even months at a time. Most recent example occurred last June when George C. McConnaughey was not reappointed. His successor, Frederick W. Ford, was not approved until August.

Rep. Oren Harris (D-Ark.) has introduced a bill in the House which, among other things, gives the President removal powers [GOVERNMENT, April 21]. Proponents of both bills discussed the inclusion of a provision for rotating the FCC chairmanship among the seven members. This was not included in either measure, however, and the power to appoint the chairman remains with the President.

A "lengthy discussion" also was held by the committee on a bill (S 2119) introduced by Sen. Magnuson, which would allocate up to $1 million to each state for educational tv. No action was taken and it will be discussed again at a committee meeting this Wednesday. "I think it's safe to say it will be passed unanimously," Sen. Magnuson said.

All except one member of the committee were in agreement on the bill and he merely wanted to "study it further." In its final form, the etv measure will be amended to permit non-profit commissions and foundations to participate in operation of etv stations. As now drafted, it requires that management be vested in the state public school education governing body.

## FCC Asks Senate Appropriations For Leeway With Added Funds

The FCC last week asked the Senate Appropriations Committee for help in unshackling its hands from a House Appropriations Committee command.

FCC officials appeared before Sen. Warren G. Magnuson (D-Wash.), chairman of a Senate Appropriations Committee subcommittee and only member present at the hearing, on the FCC's 1959 budget of $8.9 million. This is $600,000 above last year's budget.

The House approved the $8.9 million appropriations for the FCC's July 1, 1958-June 30, 1959, fiscal year last March. It also adopted a directive that the Commission use the extra money exclusively to reduce the backlog in radio application processing and in safety and special services application processing.

The FCC has intended to apportion new positions this way: 8½ for Broadcast Bureau, 14 for safety and special services, 13 for field engineering and monitoring, 5.3 for technical research and frequency allocation, 5½ for common carrier and 3½ for executive staff and services.

If the House command sticks, the FCC told Sen. Magnuson, other Commission work will suffer. In answer to one question, the FCC said that it could reduce the backlog of cases in the radio and safety-special

May 1957 through April 1958
WSB-TV dominant in 3-station
Atlanta market with percentage
of total sets-in-use averaging...

**SIGN-ON TO SIGN-OFF,** Sunday through Saturday — straight through for one whole year, the whole works! While WSB-TV racked up a share of total sets-in-use averaging a solid 42.5%,* station B came up with a figure in the thirties, station C in the twenties. Superior local programming of professional caliber teamed with top local news coverage helps explain why so many more people look at WSB-TV. Concentrate your television advertising in Atlanta on WSB-TV. You will sell more families at lower cost.

*ARB — Atlanta Metropolitan Area

WSB/TV

Represented by Edw. Petry & Co.
Affiliated with The Atlanta Journal and Constitution. NBC affiliate

services lines to a current status by the end of fiscal 1959 if it was given an extra $246,000.

There are more than 350 applications in the am radio processing line. A staff of eight engineers handle about 25-30 cases a month—which means that applicants wait for a year to 14 months before their applications are processed (not always granted). The bottleneck was essentially one of engineers. For the past few months, it is understood 14 engineers have been working on radio applications and they have reached a peak of 60 cases per month. This still means that applicants must wait about six months before learning the disposition of their applications.

### Hearing Ordered on Ch. 10 Bid

A hearing was ordered last week by the FCC on an application by KLFY-TV Lafayette, La. (ch. 10), to move its transmitter from a site 2.1 miles west of Lafayette to a site 11 miles northwest and increase its antenna height from 440 to 940 feet. The hearing was consolidated with a proceeding in which KTAG-TV Lake Charles, La. (ch. 25), has asked to trade that uhf channel for vhf ch. 3 and two other firms—Evangeline Broadcasting Co. and Acadian Tv Corp.—have asked for ch. 3 in Lafayette. The proposed KLFY-TV move would bring that station nearer to Lake Charles. Channel 3 was dropped in at Lafayette-Lake Charles by the FCC last year.

## FCC PATENT POLICIES DEFENDED

FCC Comrs. John C. Doerfer and Rosel H. Hyde were hard pressed last week in attempting to explain the FCC's patent policy to the House Legislative Oversight Subcommittee. They were called to answer charges by William H. Bauer, former Commission attorney, that FCC rules are such that RCA has a monopoly in broadcast equipment [GOVERNMENT, April 28]. In a new pleading to the subcommittee last week in the form of a letter, Mr. Bauer maintained the Commission has the authority to cancel NBC's broadcast licenses because of alleged patent abuse by its parent, RCA.

Comr. Doerfer countered that the FCC cannot take action in cases where the parent company is found guilty of antitrust violations if the court itself does not revoke the license.

In an opening statement, Chairman Oren Harris (D-Ark.) said: "The refusal of the FCC to adopt a rule requiring disclosure to it of patent information and the court decisions concerning antitrust duties of the Commission raise very serious questions. . . . If the actions or inactions [of the] FCC tend to erect an 'iron curtain' around independent invention, research and development, then it is our duty to inquire into the situation and ascertain the justification for such action or inaction."

Throughout their testimony, the FCC spokesmen maintained that it is up to the Justice Dept. and not the FCC to police patent regulations and antitrust violations. Comr. Doerfer said the problem of whether some patent holder is in a position of patent domination must be "subordinate to the duty and responsibility of the Commission to adopt a standard that will result in the public securing the best service obtainable." Comr. Hyde asked: "What is wrong with standards set up by the Commission if they provide the best tv service in the world?"

Robert Lishman, subcommittee counsel, as well as members of the subcommitee, repeatedly questioned the Commission's decision not to require licensees to file owned patents with the FCC [GOVERNMENT, April 25, 1957]. Comr. Doerfer replied it would be impossible to require this information because of the workload and need for trained personnel and that the matter could better be considered on a case-to-case basis.

The counsel also attempted to show that the FCC did not require patent information in establishing its standards for am and fm and black-and-white and color tv—contributing to the alleged RCA monopoly. This contention was hotly disputed by Comrs. Hyde and Doerfer who stated the FCC "did not advertently and certainly not with intent play into the hands of any manufacturer."

It was successfully brought out by Mr. Lishman that, under present standards, no broadcast station could be built without the use of several RCA patents. FCC General Counsel Warren Baker pointed out, however, that at the time the standards were adopted it also would have been necessary to use patents of several other manufacturers. Mr. Lishman attempted to show that RCA has, by one means or another secured the patents of its competitors since standards were established. Comr. Doerfer said he had no personal knowledge of this.

"The quality of equipment—not ownership of patents—is the prime FCC consideration," he said.

Comrs. Doerfer and Hyde were dismissed after testifying Wednesday; they return in two weeks however, since Mr. Lishman said he had "a lot more questions." Rep. Harris said that Comrs. Robert E. Lee and Robert T. Bartley, both of whom dissented to the FCC's April 1957 patent decision, also would be required to testify. In addition, he said, an RCA spokesman will be heard "in about 10 days."

### WMYR Drops Protest Against WBRD

WMYR Fort Myers, Fla., dropped its protest against WBRD Bradenton, Fla., last week—claiming any further proceedings would amount to a "pyrrhic victory." WMYR won a court decision last January ordering the FCC to hold a hearing on the claim of the Fort Myers outlet that WBRD Bradenton interfered with its coverage. The FCC turned down the WMYR protest, but had scheduled it for hearing when the court reversed the denial. WMYR said last week that no "consideration" is involved and that it is withdrawing its protest because of the expenses of additional FCC proceedings plus the difficulty of getting WBRD off the air now that it is in operation.

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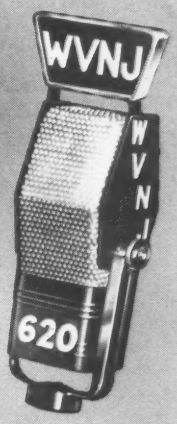


PULSE REPORT *

a 3 months study
of listening habits
*reveals*

**WVNJ**

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in New York or New Jersey

Represented by:
Broadcast Times Sales
New York OX 7-1696

Essex County: population 983,500
Effective Buying Income $2,324,743,000
per family E.B.I.—$7,940

Source: Sales Management—
Survey of Buying Power – May 1957

**WVNJ** Newark, New Jersey
**RADIO STATION OF** The Newark News

* A copy of this revealing report will be mailed to any advertiser or agency.

## Congressmen Enlisted In Daytimers Push

Indications up through last Thursday were that most interested broadcasters would wait out the deadline today (Monday) in the FCC's proposed rulemaking on the Daytime Broadcasters Assn.'s petition to standardize the hours of daytime am stations.

But a check of FCC records last week made one thing certain: The daytimers have done a bang-up job of making their case known to their congressmen—with goodly results.

Two senators and 11 representatives, jogged by letters from broadcasters, civic and government groups and listeners back home in the past 10 weeks, have gone on record at the FCC as favoring the DBA proposal to set daytimers' broadcast hours from 5 a.m. or local sunrise (whichever is earlier) to 7 p.m. or local sunset (whichever is later).

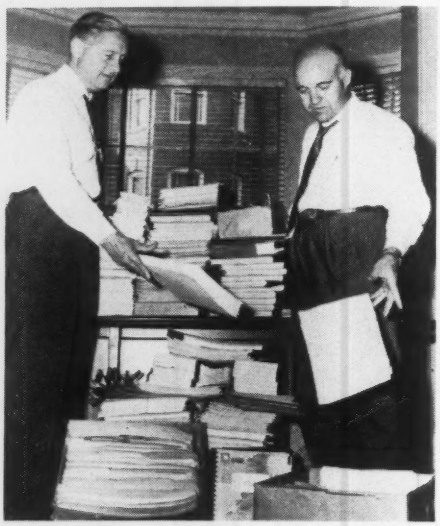
No congressman has opposed the DBA proposal, although some express reservations: Sen. Frank J. Lausche (D-Ohio) acknowledges he's heard only one side of the question and Sen. Dennis Chavez (D-N. M.) feels regional stations do the "best" job, although the daytimers perform good services, too. Many, while not taking a position, feel the daytimers' case should be given every consideration, and some avoid the issue entirely except to express an "interest."

Those congressmen directly favoring the DBA petition, as revealed in letters up to last week: Sens. Thomas E. Martin (R-Iowa) and William Proxmire (D-Wis.) and Reps. William H. Ayres (R-Ohio), Alvin M. Bentley (R-Mich.), John H. Dent (D-Pa.), Robert W. Hemphill (D-S. C.), Elmer J. Holland (D-Pa.), Otto E. Passman (D-La.), James T. Patterson (R-Conn.), Antoni N. Sadlak (R-Conn.), William L. Springer (R-Ill.) and Basil L. Whitener (D-N. C.).

Accompanying the trickle of station comments which had been filed up to last Thursday since March [GOVERNMENT, March 24] were a number of letters from local civic organizations and government groups favoring the DBA proposal. One national rural organization, the National Grange, opposed it.

Supporting: WHOW Clinton, Ill.; WEJL Scranton, Pa.; WLIP Kenosha, Wis., and KCLE Cleburne, Tex.

Opposing: WDEL Wilmington, Del.; WORK York, Pa., and KSRO Santa Rosa, Calif.



**PETITIONS** *representing organizations with millions of members along with thousands of individual petitions were filed with FCC Friday by Daytime Broadcasters Assn. Richard E. Adams (l), WKOX Framingham, Mass., DBA president, and J. R. Livesay, WLBH Mattoon, Ill., board chairman, pile the stacks of documents in boxes for delivery to the Commission.*

## Chief Weatherman Disclaims Responsibility for Inaccuracy

Radio and tv often give inaccurate weather information but in such cases their source is not the U. S. Weather Bureau, its chief told a House Appropriations Subcommittee last week. Dr. Francis W. Reichelderfer made the statement after Rep. Prince H. Preston (D-Ga.) observed that tv has dramatized the weather situation with the public depending on the medium for its forecasts.

"Much could be said" on this subject, Dr. Reichelderfer said. He felt there are too many weather programs and that announcers "ad lib [on forecasts] a good bit." The Weather Bureau chief was testifying on behalf of his agency's proposed 1959 budget.

## Adler Reverses Booster Stand; Seeks Withdrawal of Comments

Adler Electronics Inc.—which only last December favored authorization of low-power vhf tv booster stations—reversed itself two weeks ago and called on the FCC to deny adoption of rules proposing the tv "repeaters."

Ben Adler, president of the firm which manufactures tv translators, asked for withdrawal of Adler's comments of last Dec. 12 [GOVERNMENT, Dec. 23, 1957] which urged authorization of vhf tv boosters along with "relaxations" in proposed requirements for establishment and operation of the boosters.

The FCC proposed rulemaking last summer to authorize low-power vhf tv booster stations with the provision that they not interfere with the signals of licensed broadcast stations [GOVERNMENT, Aug. 5, 1957]. A vhf tv booster is an unlicensed (and thus unauthorized) receiver-transmitter in a sparse or mountainous area which receives and retransmits locally the signal of a distant vhf tv broadcast station on the same frequency as the originating station.

Mr. Adler said last week his company engineering staff's studies and those of other engineers indicate that "the trend in illegal booster activities is so appalling that unless checked immediately, this cancerous growth threatens the foundation of all tv broadcasting as a public service."

Adler's findings: (1) the number of illegal boosters has doubled in the past six months; (2) many operate with transmitter powers of 5 to 30 w or more; (3) with increases in number, proximity to each other and power, they are interfering with each other, with fringe reception from the mother tv stations and with community antenna systems and licensed uhf translators at vhf pickup points; (4) many booster operators appear to be unwilling to accept proposed FCC rules to restrict power and equipment design and Adler feels some have no intention of complying with any FCC restrictions.

## Rex Tv Co. Gets Ch. 10 Duluth; Ch. 5 Lubbock May Go To College

The FCC last week granted Rex Television Co. ch. 10 in Duluth, Minn. The Commission also directed preparation of documents which would grant the application of Texas Technological College for ch. 5 in Lubbock, Tex. A supplemental initial decision of last April had looked toward this action [GOVERNMENT, April 21].

Among the am construction permit grants made by the Commission last week:

- Plainview Radio, Plainview, Tex., to operate on 1050 kc with 1 kw, day. At the same time the Commission denied the application of Star of the Plains Broadcasting Co. for a new station on the same frequency with 250 w, day, in Slaton, Tex. An initial decision in the spring of 1957 had looked toward the grant of the Star of the Plains application and denial of the Plainview Radio bid.
- Winter Haven Broadcasting Co., Winter Haven, Fla., to operate on 1360 kc with 1 kw, day; engineering conditions.
- M. R. Robbins, Rocky Mount, N. C., to operate on 1490 kc with 250 w.
- Loris Broadcasting Co., Loris, S. C., to operate on 1570 kc with 1 kw, day.

Grants of construction permits for fm stations made by the FCC last week included:

- The Moody Bible Institute, Cleveland, to operate a Class B fm station on 103.3 mc with 21.5 kw; engineering condition.
- Richard F. Lewis Jr. Inc., Carlisle, Pa., to operate a Class A fm station on 101.7 mc with 760 w; engineering condition.

For other FCC actions of the past week see FOR THE RECORD, page 104.

## KSTF (TV) Blocks Alliance Tv

An initial decision which, according to FCC rules, would have finalized last week the grant of ch. 13 in Alliance, Neb., to Western Nebraska Television Inc. was ordered held open by the FCC "pending further review by the Commission of recently filed petitions in this proceeding."

The petitions came from ch. 10 KSTF (TV) Scottsbluff, Neb., which asked the FCC for further hearings on Western Nebraska's "character and financial qualifications." KSTF has pending in the U. S. Court of Appeals its case against the FCC for refusing to allow the station to be a party to a hearing on Western Nebraska's application. KSTF also had requested that the Commission stay its decision on ch. 13 in Alliance pending decisions on a further hearing or on the case in court.

Up goes Los Angeles into the number two spot! Steadily-rising retail sales have made metropolitan Los Angeles the *new number two market* in the nation, up from third position last year. In the KNXT 9-county coverage area, retail sales have increased *621 million dollars* in a single year. Television homes and effective buying income have shot up, too...making a combination which can send *your* sales zooming. Tell your story on KNXT, Southern California's number one advertising medium, reaching nearly 60% of *all* California's people and wealth! Last year, this year—*always*—KNXT tops all competition in 7-station Los Angeles, currently with a 29% share of audience and a 21% lead over the nearest competition.

KNXT MARKET DATA (and % of California reached): population 8,000,300 (56.0); television homes 2,478,318 (53.5); retail sales $11,567,162,000 (58.3); food store sales $2,805,427,000 (56.5); drug store sales $379,078,000 (59.5); general merchandise sales $1,410,067,000 (61.9); effective buying income $16,971,399,000 (56.2). Sources: Sales Management "Survey of Buying Power," May 10, 1958; L. A. Nielsen, January 1957 through March 1958; Television Magazine, March 1957-March 1958.

CBS Owned **KNXT** Channel 2, Los Angeles—Represented by CBS Television Spot Sales

# How many puffs in a station break–

## *or when does sales resistance become resentment?*

Here's another place where film comes into the picture . . . because pre-testing is easy with commercials *on film*— lets you test to your heart's content before you show them. Important, too — film gives you full control of time and station . . . keeps you in the driver's seat all the way.

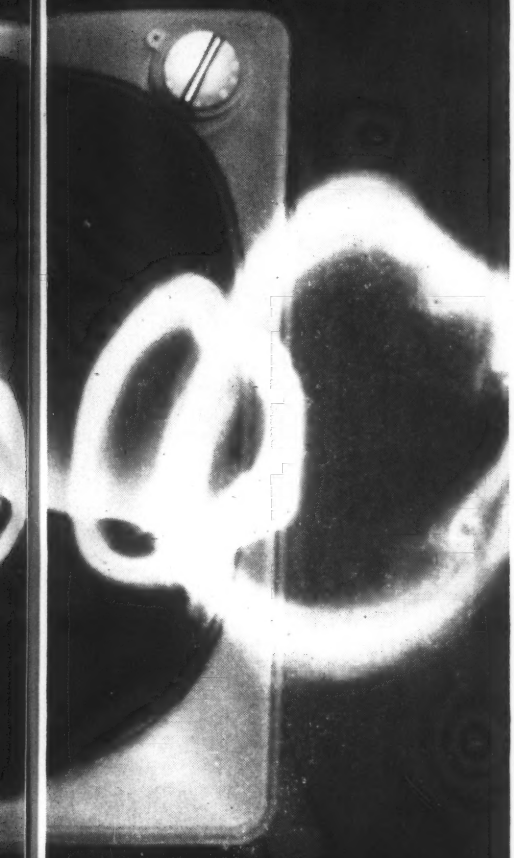
Use black-and-white — or color . . . there's an Eastman Film for every purpose.

For complete information write to:

Motion Picture Film Department

**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

**Be sure to shoot in COLOR . . .**
**You'll be glad you did**



*East Coast Division*
342 Madison Avenue, New York 17, N. Y.

*Midwest Division*
130 East Randolph Drive, Chicago 1, Ill.

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6706 Santa Monica Blvd., Hollywood 38, Calif.

or

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Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.



## Hassle for Tv Grant Shapes Up Between Applicant, CATV Group

Not all television broadcast applicants shy away from battling it out with local community television systems. One such instance is building up in the little northern New Mexico farming community of Farmington (pop. 15,000).

There are two applicants for ch. 12 in Farmington—Four Corners Broadcasting Co. and Farmington Broadcasting Co. Four Corners is comprised of three local businessmen, headed by attorney Wade Beavers. Farmington Broadcasting is one-third owned by the local CATV company, one-third by KVBC Farmington, 16⅔% by KIUP Durango, Colo., and 16⅔% by multiple radio station owner Jack W. Hawkins (KVFC Cortez, Colo., KIUN Pecos, Tex., and others). The Farmington CATV company feeds Albuquerque's three signals to subscribers. The signals are brought in via microwave common carrier relay.

Last February the FCC sent the Farmington Broadcasting Co. a McFarland letter raising the question whether the possible grant of ch. 12 to a group including the community tv system might not violate the "spirit" of the duopoly rules. This forbids the ownership of more than one station in the same market by a single person or company. The Farmington Broadcasting group replied in April, emphasizing that CATV operation could not be deemed a broadcast operation and also pointing up that the CATV operators owned only one-third of the applicant and therefore could not be considered in control.

Early in May Four Corners filed a statement with the FCC, upholding the implication that a grant to Farmington Broadcasting would violate the duopoly rule. It also made plain its belief that it could compete successfully with the local CATV system.

Basically the Four Corners applicants feel that they can succeed because the rates of the local antenna system are too high. The local antenna system, they said, charges $135 connection charge plus $6.12 a month for service.

They also raised the spectre of the community system originating closed-circuit programming and selling advertising if a broadcast license is issued to the company in which it is a part owner.

## U. S. Group Heads for Moscow

U. S. delegation to Study Group 11 (tv), International Radio Consultative Committee, left last weekend for Moscow where representatives of more than 40 countries will meet to develop and recommend technical standards for television in preparation for the international telecommunications conference to be held in Geneva, Switzerland, in 1959. Head of the U. S. delegation is Edward W. Allen Jr., FCC chief engineer. Other members are Florence Dowling, State Dept., vice chairman; James E. Barr, FCC; Axel Jensen, Bell Labs.; C. G. Mayer, RCA (London), and J. R. Popkin-Clurman, Telechrome Mfg. Corp. Among the subjects to be studied are the use of uhf, color tv, international compatibility, test signals for networking and video recording. The tv group's session is scheduled to run from May 28 to June 10. The full CCIR meeting is scheduled for next April in Los Angeles.

## Smathers Bill Opponents Slated To Resume Testimony Wednesday

The next-to-last round in hearings on a bill to divorce broadcasters from ownership in BMI and/or recording companies will be held this Wednesday by the Communications Subcommittee of the Senate Commerce Committee. Hearings on the measure (S 2834), introduced by Sen. George Smathers (D-Fla.), have been held on-and-off since last March [GOVERNMENT, May 12, *et seq.*].

Witnesses this week, all in opposition to the bill, will include Eric Johnston, president of the Motion Picture Assn. of America; Goddard Lieberson, Columbia Records president; Richard S. Salant, CBS vice president; George Marek, RCA Victor Records vice president and general manager, and William K. McDaniel, NBC vice president.

The hearings will conclude with rebuttal statements from both opponents and proponents of the bill. Date for this testimony has not been scheduled but probably will be taken late in June or July, according to the subcommittee.

## Potter Announces for New Term

Sen. Charles Potter (R-Mich.), a member of the Senate Commerce Committee and chairman of its Communication Subcommittee during the 83rd Congress, last week formally announced that he will seek a second term. Sen. Potter, the only Republican holding a statewide elective office in Michigan, said that his campaign "will be vigorous and positive. We will preserve the two-party system in our state." He will be opposed by Michigan's Democratic lieutenant governor, Phillips A. Hart.

## Boese Returns as FCC Engineer

William C. Boese, former FCC engineering executive who has been senior staff engineer at Johns Hopkins U., Baltimore, since 1956, has returned to the FCC as assistant chief engineer and chief of the Technical Research Division. Mr. Boese served from 1952-56 at the FCC as assistant chief engineer in charge of the Technical Research Division. He joined the FCC in 1937 as a radio inspector and later became a member of its Washington engineering staff.

## WORD Sale Up for Hearing

WORD Spartanburg, S. C., which applied to the FCC to be sold for $136,000 to WMRC Inc. [CHANGING HANDS, March 24] has received a McFarland letter from the Commission. The application for transfer of control of the station indicates the necessity of hearing, said the FCC, because of possible concentration of control and overlapping of existing stations.

## ABA CANON 35 OKAY BY ILLINOIS JUDGES

- **Jurists polled by student**
- **Illinois newsmen get study**

Most Illinois jurists—county and circuit—apparently approve bans against radio-tv-photo coverage of court proceedings.

At least that's the finding based on a survey laid before the Illinois News Broadcasters Assn. during its clinic sessions at the U. of Illinois' Allerton Park Conference Center May 10-11. Results were contained in a study by a University graduate student in journalism and communications, Gerald Cashman, of Bethlehem, Pa., who reported the findings to radio-tv newsmen. Percy Tannenbaum, assistant research professor at the University's college of journalism and communications, aided with statistical analysis.

Mr. Cashman said the study was conducted to ascertain the possibility in Illinois of modifying Canon 35 of the American Bar Assn., which is considering revised wording of Canon 35 but has deferred action until later this year.

Mr. Cashman's survey, prepared under the supervision of Marlowe Froke, news director of WILL-TV Urbana, U. of Illinois educational station, was formulated and sent to 173 county and circuit judges in Illinois. Their views were solicited on 13 different questions, 10 of them requiring yes and no answers. A total of 66 jurists responded anonymously, with 95% contending that radio-tv equipment is "physically distracting" and 100% holding such equipment was "psychologically disturbing."

"One striking feature of the responses . . . is the jurists' almost unanimous regard of photo-radio-tv coverage as psychologically and physically distracting in the courtroom," the study contends.

Another feature was that "while considering photo-radio-tv reporting techniques distracting, a small (but yet surprising) percentage of the respondents indicated a need for an informed public by saying they would permit such coverage techniques," Mr. Cashman found.

Without regard to jurists' exposure to demonstrations, the study found that 31% would permit tape recordings of proceedings; 11% would permit live radio-tv coverage of court cases, and 48% would grant live coverage in adjoining corridors. (Some jurists did not respond on certain questions.)

A second part of the survey was categorized by jurists who had been exposed to demonstrations or discussions of radio-tv courtroom coverage, exposed to both, or exposed to neither. Among judges exposed to either or both, 100% considered such equipment as "distracting" and "disturbing." Mr. Cashman held the fact that respondents exposed to both were "more agreeable" to live radio-tv coverage in corridors outside courtrooms was most significant.

## Three Claims Settled In FTC Monitor Cases

The Federal Trade Commission has closed the file on the first three complaints developed by the radio-tv monitoring unit—those against three muscle-rub compounds—with consent orders announced last week.

Omega Chemical Co. (Omega oil), Mentholatum Co. (Mentholatum Deep Heat rub) and American Home Products Corp. (Whitehall Infra Rub and Heet) signed the agreements not to claim they offer an effective treatment for arthritis, rheumatism and related diseases.

The original FTC complaints [AT DEADLINE, April 1, 1957, *et seq.*] challenged radio commercials and newspaper advertising of all three firms and network television advertising of Mentholatum and Whitehall Pharmacal Co. (subsequently made a division of American Home Products Corp.)

Other claims the advertisers have agreed not to make: that they penetrate below the skin, that the products relieve pain for any specific number of hours or that they provide a new or more extensive type of relief than competing products. Although the orders forbid saying the preparations penetrate below the skin or have a substantial direct effect on body structures underlying the area of application, claims that they temporarily relieve minor aches and pains in the underlying structures are permitted.

The consent orders are for settlement purposes and are not admissions of violations.

### Proposal to Place Excise Tax On Co-op Advertising Assailed

Two Southern California organizations have written their congressmen in protest of an Internal Revenue proposal which would place an excise tax on cooperative advertising.

In letters to the two California senators and congressmen from its area, the Southern California Broadcasters Assn. said the co-op plan is a "great boon for the local retailer." Such a ruling would greatly constrict his ability to advertise—necessary to continue the present level of economy—the letter said.

The Hollywood Advertising Club, in writing to Rep. Joe Holt (R-Calif.), said the tax would be a blow against "free speech and free press." In many instances, from 30-50% of a radio station's revenue comes from advertising for which the costs are shared by manufacturer and retailer, the club stated. "Tax it, and not only are retailers and media hurt but the public itself is less well informed than it is now," the Ad Club letter concluded.

### FCC Denies WDAM-TV Move

The FCC last week denied rule-making proposed by WDAM-TV Hattiesburg, Miss., to move its ch. 9 assignment to the larger city of Baton Rouge, La., and delete its commonly-owned ch. 28 (WAFB-TV) at Baton Rouge, WDAM-TV, controlled by WDSU-TV (which also controls WAFB-TV) New Orleans, also sought approval of an agreement with WTLM (TV), permittee of ch. 7 in Laurel, Miss. (about 30 miles from Hattiesburg), for WTLM to operate from the present site of WDAM-TV after the proposed change.

### CATV Firm Seeking Relay System

Potomac Valley Telecasting Corp., Cumberland, Md., has asked the FCC to authorize a $62,877 tv microwave relay system for its community antenna tv system to bring in the signals of the four Washington, D. C., tv stations—WRC-TV, WTTG (TV), WMAL-TV and WTOP-TV—to Cumberland. The relay would be located on Mount Cacapon, W. Va., and the terminal point would be Irons Mountain, near Cumberland. The CATV system already carries the programs of the four tv stations.

### Bulb Firm Ads Forbidden by FTC

Michigan Bulb Co., Grand Rapids, Mich., has been forbidden by the Federal Trade Commission to misrepresent the types and quality of its nursery stock and merchandise guarantee, as the FTC contends it has in the past on radio, in newspapers, magazines and other media. The order adopts an earlier initial decision by an examiner [GOVERNMENT, Oct. 28, 1957]. Named are Gerald C. Forrest and Louis Lang with their partnership, the Holland Bulb Co. Michigan Bulb does more than $1 million business annually, and also trades as Dutch Bulb Importers, Rapid Specialties Co. and Flower of the Month.

### Program Logging Requirements Due to be Changed by FCC

Major changes in program information will be included in a rule-making notice due to be issued by the FCC in the next week or two proposing a revision of the Commission's license renewal forms.

Recognizing current practices in radio and tv, the Commission will suggest the following, among other changes:

- Program listings for radio will be required only from 6 a.m. to 6 p.m.
- Program listings for tv will be required only from 6 p.m. to 11 p.m.
- Program segment is reduced from 14½ minutes to 14 minutes. This will permit a program to be classified as sustaining when it is essentially non-commercial, even though a one-minute spot follows the program.
- Promotion advertising will not be counted as commercial if the station does not charge for it.

Request to change the format of license renewal forms was instituted more than a year ago and was taken up by the Broadcasters Advisory Committee and the Budget Bureau's Office of Statistical Reports. The broadcasters' committee submitted proposed revisions to the FCC late last year.

### Appeals Court Backs Ch. 9 Grant

The FCC's 1957 grant of ch. 9 Orlando, Fla., to WLOF-TV was upheld by the U. S. Court of Appeals last week. The court in an unsigned opinion found no basis for reversing the FCC's grant. The grant was appealed by losing applicant WORZ Inc.

## Appeals Court Hears St. Louis Ch. 11 Case

The U. S. Appeals Court for the District of Columbia was asked last week by St. Louis Amusement Co., a former competing applicant for ch. 11 in St. Louis, to declare the ch. 11 construction permit vacant and return it to the FCC for new applications. But the FCC, answering this argument, told the court that St. Louis Amusement has no standing in the case because it had already "scratched in a five-horse race" for ch. 11.

The arguments were the latest in a series of developments in the ch. 11 case which began in 1953. The case resulted in the award of ch. 11 to CBS Inc. in March 1957. CBS, however, instead of building a ch. 11 facility, bought KWK-TV St. Louis (ch. 4) later that year for $4 million and turned over the ch. 11 construction permit to 220 Television Inc., one of three remaining applicants for ch. 11.

St. Louis Amusement had withdrawn as an applicant for ch. 11 before award of the grant to CBS after concluding that it had no chance of winning against CBS Inc., which it considered head and shoulders above the three other applicants—220 Tv Inc., St. Louis Telecast Inc. and Broadcast House—in qualifications.

St. Louis Telecast and Broadcast House agreed to assignment of ch. 11 to 220 Tv in exchange for payment of $200,000 each by 220 Tv or one-third interest each in the ch. 11 facility. In the meantime, the FCC authorized CBS to consummate its purchase and operate ch. 4 (now KMOX-TV), at the same time, putting ch. 11 on ice until sometime within 60 days after the ch. 11 court proceeding is finally resolved [GOVERNMENT, March 3.]

St. Louis Amusement charged that after the ch. 11 grant to CBS in March 1957, CBS then began negotiations to "rearrange almost all" the television setup in St. Louis by purchasing the more desirable ch. 4 (KWK-TV) and making a "gift" of ch. 11 to 220 Television Inc. instead of returning the permit to the FCC. Such a "rearrangement," St. Louis Amusement Co. suggested, should be the function of the FCC, not of CBS.

The firm withdrew from the FCC proceedings on ch. 11, St. Louis Amusement said, because it felt competition for the facility with the FCC would have been fruitless: "We did not engage in a futility and waste our money," the firm said, adding that the "only thing that can be said against us is that we were not fools."

The FCC told the court that St. Louis Amusement "has no right" to be before the court and is "no way interested" in the case now that it has withdrawn its application. At one time St. Louis Amusement had the same rights as the other applicants, the Commission said, but in a five-horse race for the facility decided to "scratch." The FCC now has only one thing to decide—whether the transferee or assignee of the construction permit is qualified to operate in the public interest by FCC standards, they added.

Judge Henry W. Edgerton presided at the Monday session with Judges Warren E. Burger and Wilbur K. Miller.

## Appeals Court to FCC: 'Ch. 10's All Yours'

The U. S. Court of Appeals told the FCC last week that the federal agency has full command of the controversial Miami ch. 10 case.

The court's action was taken in a response to a request for clarification of its remand order by the FCC last month [GOVERNMENT, April 28]. The court remanded the case to the FCC early in April for further hearings to determine whether (1) former Comr. Richard A. Mack should not have voted in the contentious case, and (2) whether any applicants improperly attempted to influence any of the commissioners.

The FCC can not only make findings based on the evidence it hears in a new hearing, the court said, but can affirm the original grant (to National Airlines' subsidiary Public Service Television Inc.), reverse it, or make a new grant.

Actually the court denied the FCC's request for clarification, but stated that the Commission's understanding of its position, as specified in the clarification petition, was correct. The FCC asked whether it was under a court command to act as an agent of the court in the role of "special master" or whether it retained its authority to decide the case. It assumed that it maintained its regulatory authority, the Commission said.

The FCC granted the Florida vhf channel to what is now WPST-TV Miami in 1957. WKAT Inc. (A. Frank Katzentine) challenged the grant in the appeals court. Also appealing was Eastern Air Lines Inc., which sought to intervene in the comparative FCC hearing.

Following the disclosures of pressures brought by various applicants in the case—which became public during the hearings before the House Legislative Oversight Committee and which resulted in the resignation of Comr. Mack—the Commission asked the court to remand the case so it could look into the charges.

The court's remand included instructions for the Commission to report back on what it is doing in six weeks and also to inform the attorney general of the U. S. so that the Dept. of Justice may participate if it wishes.

Besides WKAT, other losing applicants were North Dade Video Inc. and L. B. Wilson Inc.

### Wired Music Vs. Copyrights Clarified by Pa. Court

Precedent ruling clarifying the music copyright situation in the wired music field was made last week by Judge John W. Lord Jr., U. S. District Court for the eastern district of Pennsylvania. Judge Lord ruled for the first time that a wired music operator was "performing publicly for profit" within the meaning of the copyright law by sending music from its studio over leased telephone lines to customers.

The court also held the customer of the wired music service liable as a copyright infringer.

Three publisher members of American Society of Composers, Authors & Publishers were awarded judgment in the case. Plaintiffs Leo Feist Inc., De Sylva, Brown & Henderson Inc., and Williamson Music Inc. were awarded judgment for $1,000 plus court costs and attorney's fees, against Muse-Art Corp., a Philadelphia wired music operator, and its subscriber, the Lew Tendler Tavern Inc., operator of Lew Tendler's restaurant.

### House Unit Split on Sports Bill

The House Judiciary Committee was divided Thursday over a bill (HR 10378) designed to exempt most phases of professional baseball, football, basketball and hockey from antitrust regulation. A 15-man minority of the 32-man committee broke with Chairman Emanuel Celler (D-N. Y.) over language in the bill. At issue were the words "reasonably necessary" in the bill. Organized baseball proponents argue this language would encourage large numbers of lawsuits testing the baseball reserve clause binding a player to one team. The exemptions would free broadcasting rights from antitrust control.

### IRS Rules Surplus Ad Funds May be Subject to Federal Tax

Funds left over from the advertising budget of an incorporated, non-profit organization of area dealers in cars or other goods are subject to federal taxes, if the organization is authorized to spend the money for purposes other than advertising, the Internal Revenue Service has ruled.

The ruling, published by the IRS last week, was made in answer to a question by an area automobile dealers' group. In its answer, IRS distinguishes between an organization using funds solely for advertising and one which may use money for other purposes. Funds of the former are not treated as income, whereas the latter must pay tax on any surplus at the end of the year. Dealers may deduct contributions as business expenses, the IRS added.

### Marinette Sale to Get Airing

The FCC last week refused to postpone the March 19 effective date of the sale of WMAM and WMBV-TV (ch. 11) Marinette, Wis., by William Walker and others to the Morgan Murphy interests, Norman M. Postles and Walter C. Bridges, but ordered a hearing on the sale based on protests and petitions by WFRV-TV (ch. 5) and WBAY-TV, both Green Bay, Wis. FCC approval of the sale [CHANGING HANDS, March 24] had been protested by the two on charges of "economic leverage" by the new owners [GOVERNMENT, April 28].

PROGRAM SERVICES

## Am Personality Plan Replaces Outlawed Storecast Fm Service

The FCC's May 1 deadline against use of supersonic signals in fm background music programming put Storecast System out of the in-store commercial business, but the package-services firm already had learned that its subsidiary in-store merchandising service had become the tail which wagged the dog.

Storecast started as a service to sell in-store commercials via fm stations' background music programming, using the supersonic signal to trigger supermarket receivers and put the right product spot in the right store. But advertisers later came to prefer merchandising aids as the primary service they desired with the in-store commercial becoming the "extra," a Storecast representative said last week.

With the in-store fm commercial finally knocked out by the Commission's often delayed deadline on fm multiplexing, Storecast now is substituting a tie-in with am stations whereby am station personalities will appear at supermarkets to boost "Stars of the Store" products displayed there and on their respective programs to boost Storecast's new "Stars of the Store" concept, but not necessarily specific products. This gives Storecast's 230 sponsors (700 products represented) another promotion feature and it gives the participating stations a store-merchandising plan to offer their regular advertisers.

Stanley Joseloff, Storecast Corp. of America president, said the new Storecast system concept is called "Merchantising" and will begin with almost 500 supermarkets of the Acme Markets American Stores Co., First National Stores and National Tea Co. chains and will be made available to all retail grocery outlets within the cooperating stations' primary area. Stations joining in the project initially are WCFL Chicago, WICC Bridgeport, Conn., WCAU Philadelphia and WHAY New Britain, Conn.

## New C-C Tv Network Plan Being Offered by GiantView

GiantView Network, a division of Meilink Steel Safe Co., Toledo, Ohio, has announced a closed-circuit tv network plan which it claims will save 10-20% on overall network costs.

The network plan is a franchise arrangement with dealers in major markets who own or lease a Meilink tv projector (made by Tela Electronics, a division of Meilink). The company reports that this eliminates two of the big cost problems—transportation of equipment and the hiring of local service crews to install and operate the projectors. The local dealers service their own equipment.

Another advantage to the plan, says GiantView, is that "with locally available projectors networks can be set up on short notice and the danger of an equipment failure before or during a meeting because of damage in transit is minimized."

STATIONS

## DuMont Revenue Gains; Name Change Approved

DuMont Broadcasting Corp. last week reported that its financial upturn [STATIONS, April 14] is continuing with increased revenues and income for the 13-week period ended March 29. Also, stockholders approved a change in corporate name to the Metropolitan Broadcasting Corp. Management had wanted the new name "as being more descriptive of the corporation's activities in owning and operating broadcasting stations in metropolitan centers."

Metropolitan Broadcasting owns and operates WABD (TV) and WNEW New York; WTTG (TV) Washington, and WHK Cleveland. The name change was desired also to eliminate an apparent confusion with Allen B. DuMont Labs. (DuMont Broadcasting was created Sept. 12, 1955, to take over the broadcasting facilities of Allen B. DuMont Labs after the liquidation of the former DuMont Network. In December of that year, it was separated completely from its former parent company).

Also last week, Metropolitan Broadcasting announced the appointment of a new general manager for its WHK (purchased for $700,000 from Forest City Publishing Co. in late February). He is Henry W. (Bud) Simmen. Mr. Simmen, account executive at Metropolitan-owned WNEW for the past three years, takes over on June 1.

Gross revenues for the 13 weeks totaled $3,363,469, or $1,822,430 more than for the same period in 1957. Net income before depreciation and amortization was $461,542 and $56,021 after. The latter figure compares with a net loss of $70,656 after depreciation and amortization for the 13-week period last year. Because of a tax loss carried forward, Metropolitan does not have to provide for federal income taxes.

Last year, the firm chopped off $243,460 from its tax loss carried forward from 1956 (at the end of 1957, there was an over $1.3 million loss remaining to be applied against profitable operations this year and in future years).

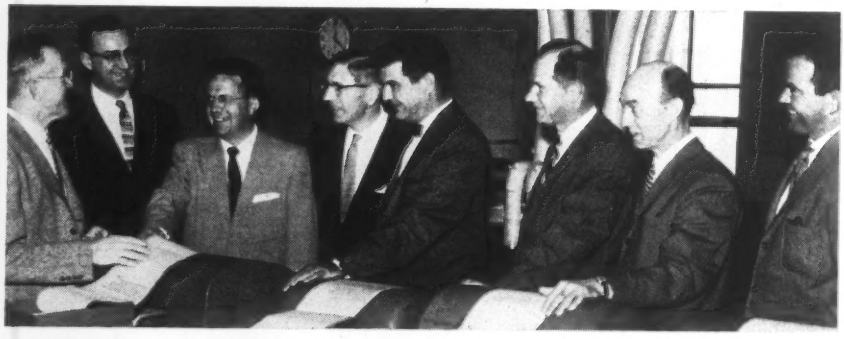
A change in the board of directors: David Mahoney, president, Good Humor Corp., replaces Dr. Allen B. DuMont. Officers were re-elected except for Paul Raibourn, Paramount Pictures' vice president, who was succeeded by Richard Geismar, formerly secretary, as treasurer. Mr. Raibourn continues as a member of the board.

## President Eisenhower to Attend Dedication of WRC-AM-TV Plant

President Eisenhower is scheduled to dedicate the new NBC Washington plant next Thursday. An NBC coast-to-coast simulcast will carry the ceremonies, 2:30-3 p.m. EDT. It is described by the network as the first time a President has appeared on live color from the nation's capital.

Robert W. Sarnoff, NBC president, will

### TLF NEWSMEN AT HEADQUARTERS



News directors of the radio and television stations of Time Inc.'s TLF Broadcasters held a four-day meeting in New York and Washington last week to discuss common problems and exchange ideas for improving news coverage.

In New York they also sat in on *Time* and *Life* story conferences and conferred with editorial executives. On Friday, third day of the meeting, they moved to Washington to tour *Time-Life*'s bureau there and discuss Washington news coverage with staff correspondents. They had a luncheon with congressmen from their respective station areas and were guests at a reception attended by senators and cabinet rank officials.

Weston C. Pullen Jr., Time Inc. vice president for broadcasting, called the meeting "an important step in our radio-television program to increase the scope and improve the coverage of news in depth at both the local and national level."

Above, Garry Osborne (l) briefs the group on teletype facilities of *Time-Life*'s central wire room, which handles a million words of copy each week. Continuing (l to r) the group includes Bill Roberts, head of TLF's radio-tv desk in Washington; Jack White, KDYL-KTVT (TV) Salt Lake City; Sheldon Peterson, WTCN-AM-TV Minneapolis; Dick Cheverton, WOOD-AM-TV Grand Rapids; Jim Bennett, KLZ-AM-TV Denver, who accepted his Sigma Delta Chi award for distinguished service in journalism (tv reporting) at the SDX awards dinner in New York Thursday night; E. Gilbert Forbes, WFBM Indianapolis, and George Morrison, WFBM-TV Indianapolis.

**ERNEST B. VORDERMARK**, Chief Engineer, WMBR-AM, FM, TV, Jacksonville, Fla., **SAYS:**

# "Picture quality comes first with WMBR-TV. That's why we use G-E camera tubes!"

"FOR nine years we've served Jacksonville and nearby areas with top-flight television. We've built up a critical and exacting audience—our viewers want ever-better programs and picture quality.

"In order to provide superior TV, we equip our studios, mobile unit, and transmitter with the finest components money can buy. It was this policy which led us to install General Electric Broadcast-Designed camera tubes, like the one I'm pointing to in the illustration.

"These tubes do a fine job for us. Their resolution is sharp, with good contrast and 'gray scale'—advantages which carry right through to owners' screens. Image burn-in is at a minimum. We get full dollar-value in terms of long tube life.

"WMBR-TV can recommend General Electric camera tubes in every way, based on experience with them under all telecasting conditions!"

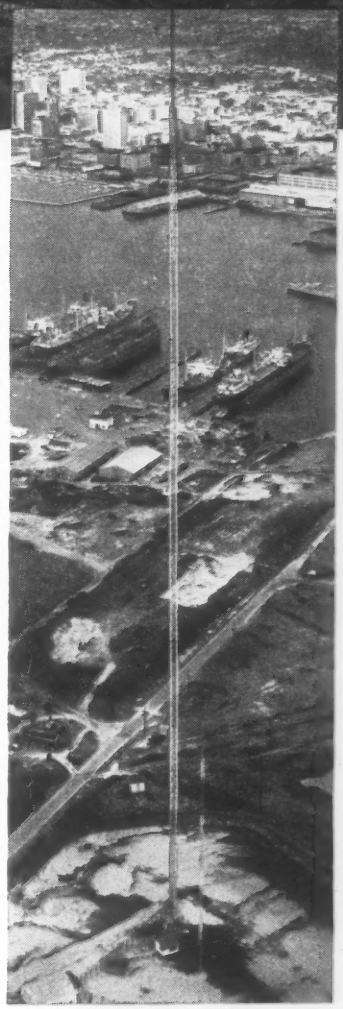
* * *

Your nearby G-E tube distributor has Broadcast-Designed camera tubes—gives fast service. Phone him! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

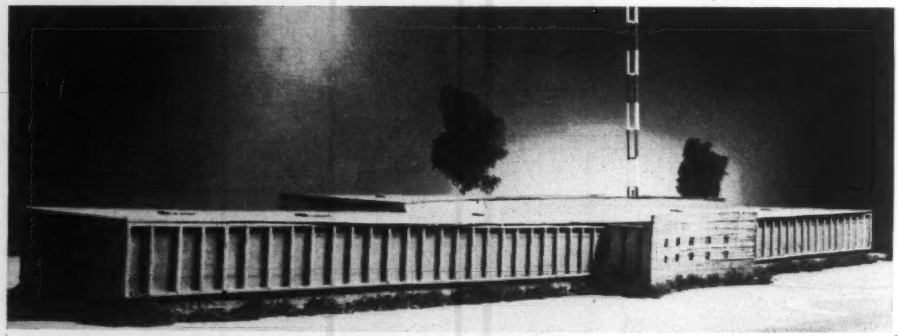
*Progress Is Our Most Important Product*

GENERAL ELECTRIC

11-12-302



**996 FEET HIGH,** WMBR-TV's lofty Channel 4 antenna stands close to the population center of Jacksonville. Consequently, television reception is unsurpassed throughout the north-Florida metropolis, and for many miles around.



**BEFORE** the year is out, WKJG-AM-TV Fort Wayne, Ind., will move into a new plant now being built (model shown) at 2633 W. State Blvd. Edward G. Thoms, general manager and vice president of WKJG Inc., announced last week that work had started on the quarter-million-dollar plant.

Situated on a 22-acre plot, the new building will have 15,000 square feet of floor space. The WKJG stations expect to occupy the building by fall; at present they are in the Purdue Building.

introduce the President and throw a switch converting the telecast from black-and-white to color.

Appearing on the speaker's platform with the President and Mr. Sarnoff will be Brig. Gen. David Sarnoff, RCA board chairman; John L. Burns, RCA president; Carleton D. Smith, NBC vice president-general manager for WRC-AM-TV Washington, and government officials.

The President is to tour the $4 million broadcasting center before the ceremonies. The plant is described as the first one designed and built from the ground up for color telecasts. It is located on a seven-acre site at 4001 Nebraska Ave., N.W., about three miles from downtown Washington.

Vice President Richard M. Nixon installed the cornerstone of the new facility a year ago in ceremonies telecast on the NBC-TV *Today* program.

## Frank Bremer to Be Consultant

Frank V. Bremer, vice president of Bremer Broadcasting Corp., which operated WAAT-AM-FM and WATV (TV) Newark, N. J., resigned that position this month when National Television Assoc. took over the stations and changed call letters to WNTA-AM-FM-TV. He will act as a consultant for National Television Assoc., Marine Enterprises and Multiplex Research, Inc.

MR. BREMER

The Bremer Broadcasting Corp. was formed in 1926 with Mr. Bremer as president, operating WAAT; WAAT-FM was added in 1947, and WATV (TV) in 1948.

Mr. Bremer has been in radio for 48 years, starting as an amateur operator of FB in Jersey City in 1910. In 1919 he operated as amateur 2-1A and began his first commercial broadcast under this call letter from the *Jersey Journal* in 1921.

## D.J. Freed Surrenders In Boston 'Riot' Case

The case of Boston vs. disc jockey Alan Freed [STATIONS, May 12] entered round two last week as the ex-WINS New York rock-and-roll personality surrendered to Suffolk County (Mass.) authorities on Friday to be arraigned on two charges. Indicted a fortnight ago on a charge of inciting to riot under a commonwealth "anti-anarchy law," Mr. Freed last Wednesday was indicted a second time for "causing a riot in which persons suffered bodily harm." Like the "anti-anarchy law," this ancient statute also dates back to the early colonial days of British jurisprudence. Both charges stem from the May 3 teen-age imbroglio following a Boston Arena R&R "concert" in which 15 persons were beaten, robbed or stabbed.

Mr. Freed's surrender was demanded Wednesday by Boston District Attorney Garrett H. Byrne of Paul T. Smith, a Boston criminal lawyer retained for the case by Mr. Freed's personal counsel in New York, M. Warren Troob.

Meanwhile, in New York Thursday, WINS officials indicated that Mr. Freed's sudden resignation May 9 [AT DEADLINE, May 12] was the result of a "misunderstanding," and that WINS would "not be adverse" to rehiring Mr. Freed. Said WINS President Elroy McCaw, "We are sort of keeping an open mind about all this." He said that the outcome of Mr. Freed's legal conflict with the Commonwealth of Massachusetts would have no bearing on the issue of reemployment. It was learned that Mr. Freed tendered his resignation because he feared WINS would discharge him after the Boston fracas hit the nation's headlines. "We had no such intention," asserted WINS.

## Regional Rep Firm Reorganized

Vivian H. Bulmer and Ella May Johnson, who founded the "first regional radio and television representative organization in the upper Midwest," Bulmer and Johnson Inc. in Minneapolis, have announced they will cease their activities as of the first of next month to "concentrate on their personal interests." It was announced at the same time that plans have been completed for a new organization comprised of some of the firm's clients to service "the majority of the stations formerly represented by Bulmer and Johnson Inc." The new organization, Wayne-Evans & Assoc., will be managed by Bud Sitt, with Pat Clements, longtime Bulmer and Johnson executive, as an associate.

## Charlie Peace, 54, Dies; Was Carolinas Broadcaster-Publisher

Charlie Peace, 54, broadcast and newspaper executive in Greenville, S. C., died Thursday at a Greenville hospital. He had been in ill health for a year. Funeral services were held Friday morning in Greenville.

Mr. Peace was vice president and general manager of Greenville News Piedmont Co., publishing *Greenville News* and *Piedmont*, and 48% stockholder in WMRC Inc., operating WFBC-AM-TV Greenville. He was president and a director of WMRC Inc. and of Asheville, N. C., Citizen-Times Publishing Co., publishing the Asheville papers and operating WWNC Asheville. The Greenville interests have an application pending for purchase of WORD Spartanburg, S. C.

Active in civic affairs, Mr. Peace was widely known in the South. He held prominent posts in community organizations. Despite declining health he had been working at his office in Greenville.

Surviving are his wife and a daughter.

## Hoberman to WABC from Detroit, Taking Over as General Manager

Ben Hoberman, a sales executive at WXYZ-TV Detroit, has been appointed general manager of WABC New York, according to Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres Inc. Both stations are owned and operated by the ABC division of AB-PT.

MR. HOBERMAN

The move, linked to the recent appointment to ABC executive vice presidency of James G. Riddell, president and general manager of WXYZ-AM-TV, was preceded last week with the resignation of Stewart Barthelmess, incumbent general manager of WABC. Mr. Barthelmess indicated he will "shortly" announce future plans.

Mr. Hoberman joined WXYZ in 1950 after having served as assistant manager of WELI New Haven and general manager of WDET Detroit. During World War II, Mr. Hoberman was in charge of the French operations of the American Forces Network (AFRS).

## Storer First Quarter Report Shows Decline in Earnings

Storer Broadcasting Co., Miami Beach, Fla., has reported first quarter earnings of $751,203 after taxes, compared with $1,286,445 for the same period last year. Per-share earnings respectively were 30.4 cents and 51.9 cents.

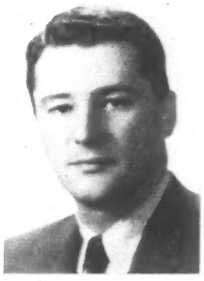
The decline is attributed principally to operation of WVUE (TV) Wilmington, Del., the company's most recent acquisition. WIBG Philadelphia, acquired at the same time as WVUE, however, reported revenues exceeding any other Storer radio station, the statement said.

Earnings of the Storer stations owned for both years or longer showed a slight increase this quarter over the first quarter of 1957, it was pointed out. These are WGBS Miami, WSPD-AM-TV Toledo, WJW-AM-TV Cleveland, WJBK-AM-TV Detroit, WAGA-AM-TV Atlanta and WWVA Wheeling, W. Va.

## Christal Names Sales Managers

The appointment of Thomas C. Harrison as sales manager and the promotion of Philbin S. Flanagan to eastern sales manager are being announced today (Monday) by Henry I. Christal Co., radio station repre-

MR. HARRISON



MR. FLANAGAN

sentative. Messrs. Harrison and Flanagan will make their headquarters in New York.

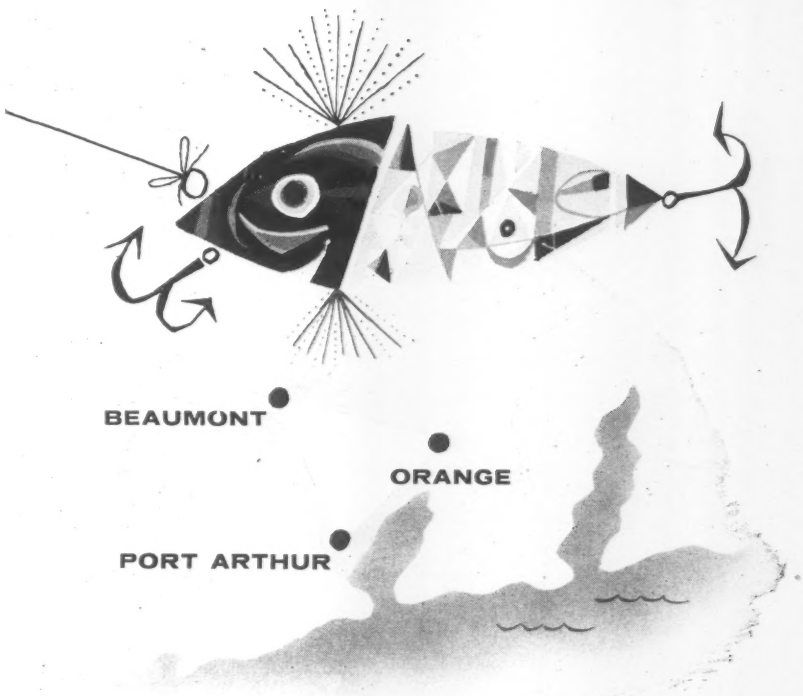
Mr. Harrison, widely known in broadcasting, was vice president in charge of sales for ABC Radio until a few weeks ago. Mr. Flanagan has been with the Christal Co.'s New York staff since 1952.

## Tele-Broadcasters to Name Another

A new underwriter will be named in the near future to handle the 40,000-share offering by Tele-Broadcasters Inc., H. Scott Killgore, president of the multiple station company, announced last week. Sinclair Securities Corp., the underwriter named in the report submitted to SEC, has been dismissed, Mr. Killgore said. The stock will be offered at $3.25 per share (par value 5¢), subject to non-registration authorization by the Securities & Exchange Commission [STATIONS, May 12]. Tele-Broadcasters owns stations including WPOW New York, N. Y.

## Wisconsin Fm Clinic Starts Friday

The Wisconsin Fm Clinic opens Friday on the U. of Wisconsin campus in Madison. Fm station operators, equipment manufacturers, advertising agency representatives and radio dealers will be present at the


Angling for greater sales in the **Beaumont-Port Arthur-Orange** area? You need the only facility covering this oil-rich market of 1,000,000 prosperous Texans-

**KFDM** Beaumont Radio & TV

CBS
ABC

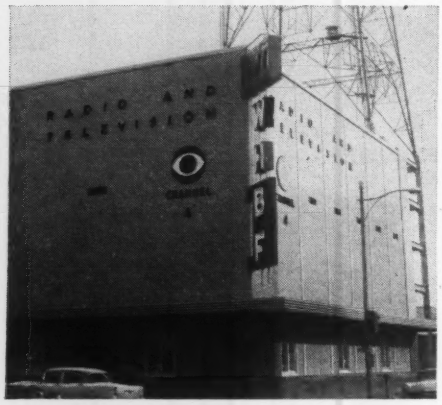
See PETERS-GRIFFIN-WOODWARD, INC.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

day's discussions on fm trends, hi-fi broadcasting, programming, multiplexing, dealer and audience promotions and agency relationships. Harold A. Engel of WHA-FM Madison is in charge of local arrangements.

### WHBF-TV Signal Going Out From New 1,000-Ft. Tower

WHBF-TV Rock Island, Ill., was scheduled to switch to new top-power transmitting equipment and a maximum-height antenna yesterday (Sunday), it was announced by Ben H. Potter, president of WHBF-AM-FM-TV, and Les Johnson, vice




**ORIGINATION** *point for the new tall-tower signal of WHBF-TV Rock Island, Ill., is the remodeled Telco Building downtown, done over inside and out for radio and tv studios. The new tv tower rises 1,000 feet above high terrain near Orion, Ill.*

president and general manager. The new tv transmitter and 1,000-ft. tower were put up at a cost of a half-million dollars.

In addition, the Telco Building, home of the Rock Island studios, has been remodeled inside and out.

WHBF-TV figures its coverage gain at 88% with the new transmitter and tower, reaching a total of 449,000 tv homes in a 15,000-sq.mi. area in Western Illinois and Eastern Iowa. It has been operating at top power, 100 kw on ch. 4, since 1954.

The RCA color-monochrome transmitter is located near Orion, Ill., on one of the highest points in the Rock Island area. WHBF-TV's old 500-ft. tower and transmitter in downtown Rock Island are being maintained on a standby basis.

To promote its new coverage, WHBF-TV organized the 1,000 Foot Club. Viewers were asked to join by sending post cards describing reception in their neighborhoods. The cards are being microfilmed and sealed in a metal box on top of the tower to be opened far in the future.

WHBF-TV, a CBS-TV affiliate, will be eight years old in July. WHBF Radio celebrated its 33rd anniversary last February.

## CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

**ANNOUNCED** *The following sales of station interests were announced last week. All are subject to FCC approval.*

**KULA HONOLULU, HAWAII** • Sold to Jack Burnett by his former partners in the station, Arthur B. Hogan, Richard C. Simonton and Albert Zugsmith. The price was in the neighborhood of $150,000. Mr. Burnett has been general manager of KULA since 1947, of KULA-TV since it began operation in 1954. KULA-TV was sold to Henry J. Kaiser for approximately $685,000 a few days ago [CHANGING HANDS, May 12]. KULA operates on 690 kc with 10 kw and is affiliated with ABC.

**KGEE BAKERSFIELD, CALIF.** • Sold to tv star Danny Thomas by C. Dexter Haymond for sum reportedly in excess of $175,000. Of the stock in the station, 90% goes to Mr. Thomas' Marterto Productions, and 10% to Eli Parker, the comedian's business manager. Mr. Haymond will continue as general manager of KGEE. KGEE operates on 1230 kc with 250 w.

**WAAN MARLBORO, MASS.** • Sold to WGLO Inc., Lew Sargent president, by Clernew Broadcasting Corp., Arthur Newcomb president, for $17,000. Haskell Bloomberg handled the sale. The station will operate on 1470 kc with 1 kw, day.

**APPROVED** *The following transfers of station interests were approved by the FCC last week. For other broadcast actions see* FOR THE RECORD, *page 104.*

**KWK ST. LOUIS, MO.** • Sold by Robert T. Convey, *St. Louis Globe-Democrat*, Elzey Roberts, KSTP Inc. and others to KWK Radio Inc. for over $1 million.

KWK Radio Inc. is owned 74% by WEMP Milwaukee, and 26% by Mr. Convey.

WEMP is 25% owned by Andrew M. Spheeris, 20% by Hugh K. Boice Jr., 20% by John C. Gagliano, 6% by Mrs. Robert A. LaFollette, and the balance by WEMP employes. Mr. Convey stated that he has offered other KWK Inc. stockholders the opportunity to purchase from him a pro-rata share of his stock in the buying company.

KWK was established in 1927 and operates on 1380 kc with 5 kw.

**WTWO (TV) BANGOR, ME.** • Sold to WLBZ Television Inc. by Murray Carpenter and Assoc. for $600,000. Adeline B. Rines, president of WLBZ Television Inc., is majority stockholder of WRDO Augusta, WLBZ Bangor and, as trustee, WCSH-AM-TV Portland, all Maine. WTWO is on ch. 2 and is affiliated with CBS.

**WKXP-TV LEXINGTON, KY.** • Sold by Frederick Gregg Jr., Charles H. Wright and

### NEW CONTEST

Immediately after the FCC approved the $1,025,000 sale of KWK St. Louis by KWK Inc. to KWK Radio Inc. which is principally owned by WEMP Milwaukee (see CHANGING HANDS, above), 220 Television Inc., holder of ch. 11 in St. Louis, filed a complaint in the state circuit court of St. Louis. 220 Tv Inc. claims it has right of first refusal in the purchase of the 5 kw independent on 1380 kc and that it was not given the opportunity to exercise this agreement. The St. Louis ch. 11 grant was turned over to 220 Television Inc. by CBS after the network bought ch. 4 KWK-TV St. Louis (now KMOX-TV) for $4 million and gave its cp to the losing applicants. The other two losers in the four-cornered ch. 11 comparative hearing, St. Louis Telecast Inc. and Broadcast House, have $200,000 debentures in 220 Tv Inc., which can be converted, under certain circumstances, into one-third ownership. This transfer is now in litigation (see page 83).

**Cincinnati's Most Powerful Independent Radio Station**

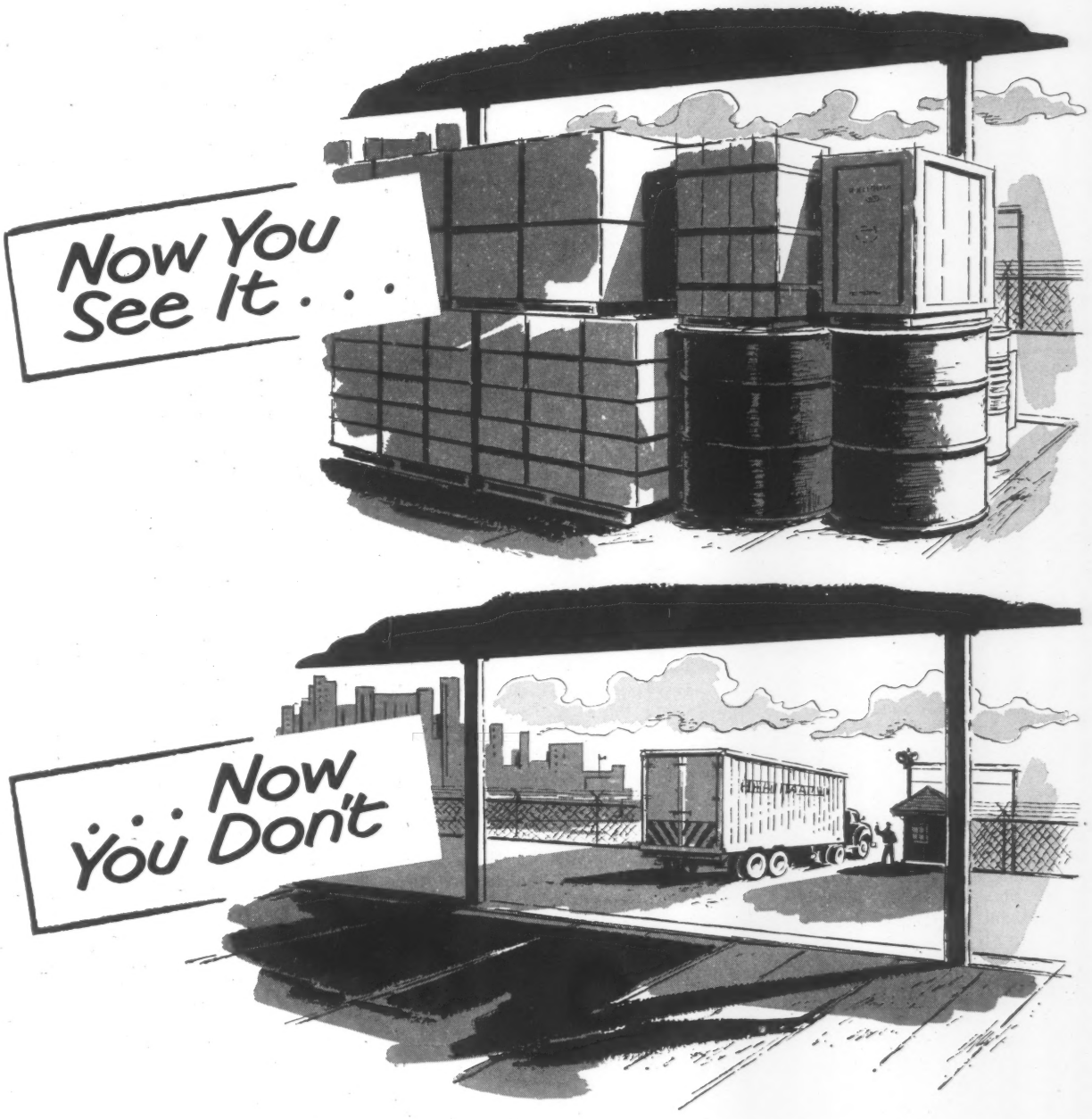
*50,000 watts of SALES POWER*

WCKY

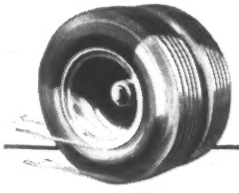
CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week




Speedy service is only one of the many advantages of motor transport — only one of the reasons why trucks move three out of every four tons in industry, agriculture and commerce in America. . . . Other important advantages: motor transport is flexible, covers out-of-the-way places with the same dispatch it serves cities and towns; it provides an easier ride, thus is kinder to cargoes; its constant, continuous performance makes it possible to maintain a smooth, even flow of goods and thus eliminate the need for maintaining large inventories. . . . The steady, substantial growth of the motor transport industry is a measure of the vital importance of trucks to all America.



**AMERICAN TRUCKING INDUSTRY**

American Trucking Associations, Inc., Washington 6, D. C.

*THE WHEELS THAT GO EVERYWHERE*

ATA

Harry C. Feingold to Radio Cincinnati Inc. for about $200,000, including about $100,000 in obligations. Radio Cincinnati Inc. is licensee of WKRC-AM-FM-TV Cincinnati (same ownership as *Cincinnati Times-Star*), and owns WTVN-TV Columbus, Ohio; WBRC-AM-TV Birmingham, Ala., and has a minority interest in WBIR-AM-TV Knoxville, Tenn. WKXP-TV is on ch. 27.

**WHBS HUNTSVILLE, ALA.** • Sold to M. D. Smith III for $125,000 by The Huntsville Times Co. Renewal of license also was granted by the FCC. The sale approval is without prejudice to such action as the Commission may determine is warranted, if any, as a result of its pending inquiry into alleged violations by television stations of the Commission's policy concerning editorializing by broadcast licensees. Mr. Smith, former vice president of WBRC-AM-TV Birmingham, Ala., owns WJIG Tullahoma, Tenn., and WBYE Calera, Ala. WHBS operates on 1550 kc with 5 kw and is affiliated with ABC.

### REPRESENTATIVES APPOINTMENTS

**Golden Empire Broadcasting Co.** (KHSL-AM-TV Chico and KVCV Redding, both California) appoints Art Moore & Assoc. as representative for Pacific Northwest. McGavren-Quinn has been named national representative for KHSL and KVCO.

**KOVR-TV Sacramento-Stockton, Calif.,** names Blair Tv Assoc. affective June 1.

**WKIS (FM) Orlando, Fla.; WAPX Montgomery, Ala.; KLOS Albuquerque, N. M.; WJRD Tuscaloosa, Ala.,** and **KLYN Amarillo, Tex.,** appoint Bob Dore Assoc., N. Y.

### REPRESENTATIVES SHORTS

**Station Representatives Assn.** has moved into new offices at 366 Madison Ave., N. Y. 17. Telephone number: Yukon 6-9390.

**Donald Cooke Inc.** has moved to Tishman Bldg., 666 Fifth Ave., N. Y. Telephone: Judson 2-2727.

# DATELINES

**Newsworthy News Coverage by Radio and Tv**

**TAMPA BAY AREA**—The news department of WSUN-AM-TV St. Petersburg had to cope with two big stories within 60 minutes last Tuesday when an Air Force bomber exploded in mid-air and a tornado headed into the area. News photographer Wilbur Pilsbury of WSUN-TV arrived quickly on the crash scene to provide an immediate beeper phone report to WSUN. Broadcast eyewitness interviews followed and WSUN wrapped up the story at 6 p.m., with WSUN-TV following at 6:40. The stations supplied reports and film footage to WWIL Fort Lauderdale, Fla., WIBG Philadelphia, WCKT-TV Miami and ABC-TV.

At the time crash coverage was underway, WSUN newsmen were acting on a Conelrad Alert for tornado conditions, giving instructions to listeners and rounding up reports from authorities. Later the bad weather lifted and the stations broadcast an all-clear.

**LINCOLN**—A three-man news team from WOW-AM-TV Omaha is in Lincoln, Neb., to cover the trial of Charles Starkweather, charged with first-degree murder. WOW-TV is furnishing newsfilm to other area stations. WOW News Director Jim McGaffin is providing direct reports for WOW-TV and WOW newscasts, with supplemental coverage by WOW-TV Chief Photographer Bill LaViolette and Ralph Fox, Lincoln correspondent.

KFAB Omaha has posted veteran crime reporter Tom Henry outside the Lincoln courtroom to broadcast directly from the corridor. The station is participating in a statewide broadcaster campaign to repeal the Canon 35 ban on microphones and cameras in the courtroom.

**LOS ANGELES**—When aircraft workers canceled a midnight strike 90 minutes before it was to start, KNX here had the story as it happened. Bill Kenneally, station newsman, was on the telephone with Al Haywood, financial secretary of the United Auto Workers local at Douglas Aircraft, when a messenger rushed into UAW headquarters to notify Mr. Haywood of last-minute negotiations postponing the strike deadline. The news was bulletined and other aircraft plants were checked meanwhile by Mr. Kenneally and Al Downs, night editor, for a complete broadcast report at 11 p.m.

**CINCINNATI**—Teamsters awaiting the word on an impending strike in three Cincinnati plants heard the walk-out decision given by a union official over a WSAI Cincinnati microphone. WSAI reporter Larry Phillips was ready with the microphone at Federal Mediation Board where officials were trying to avert the 1,800-worker strike. Another highlight of the week's news on WSAI was an immediate report on the death of an automobile crash victim. Newsman Howard Blaney, after covering the story on the spot, telephoned the hospital for word on the driver's condition. The attending physician, asking Mr. Blaney to wait while he checked, returned to say the patient had just died.

**DUBUQUE**—WTOP Washington, following two area scientists in their balloon flight 40,000 feet over Minnesota, gave hometown listeners a direct report soon after their safe landing in Dubuque, Iowa. Newsman Steve Cushing contacted the men by telephone for an interview broadcast later on the *WTOP Washington News Report*.

**RIO DE JANEIRO**—A half-hour after the first UP bulletin on a May 8 Brazilian train crash, KWFT Wichita Falls, Tex., put an eye-witness account on the air. By transoceanic telephone, News Director Dave Dary contacted John Alius of the UP Rio bureau directly after his return from the crash scene where more than 100 lives were lost. His beeper report was broadcast immediately.



## NAB, AMST Ask $75,000.00 for TASO

A plea for $75,000 to permit the Television Allocations Study Organization to complete its work was made to tv stations last week by NAB and the Assn. of Maximum Service Telecasters.

The TASO board also has asked EIA, Committee for Competitive Television and the Joint Council on Educational Tv to contribute. All organizations are represented on TASO's board.

The added financial support is needed, TASO said, to permit the correlation and evaluation of a mass of technical data on uhf and vhf propagation and equipment studies. TASO was established in 1956 to do a technical study of tv for submission to the FCC. It came into being at the height of the bitter uhf-vhf deintermixture problem. Dr. George Town, Iowa State electronics professor, is TASO executive director. Data has been compiled with the aid of 230 engineers from 130 organizations. It is estimated that between $500,000 and $650,000 in money and manhours already has been donated to TASO.

One of the main reasons for the need for more finances, it was explained, is that the correlation and evaluation of raw data was to have been done by the National Bureau of Standards. NBS, however, had to withdraw its offer because of the press of other work. TASO also wants to run some tests on vhf directional antennas and on circular polarization. Funds also are needed for publication of the completed report due at the end of this year.

## L. A. Ad Club Hears Hallamore, Sees New 'Sellevision' Device

Television began as a working tool for industry and there are many who believe that industrial tv will eventually be a much larger field than entertainment tv, Lloyd Hallamore, president, Hallamore Electronics Div., Siegler Corp., told the Los Angeles Advertising Club last Tuesday.

Industrial television developed, he said, as a tool for inspection and control of processes too dangerous for humans to handle in person, with early systems installed in atomic energy sites and on rocket and missile engine tests stands. Then it entered the gimmick stage, when industrial tv installations were derided as snooping devices of the "Big Brother is watching you" variety. Now, industrial tv is in the "working tool stage," used to monitor gauges at points difficult to reach, to inspect hot steel as it leaves the rolling mill, freight cars at the far end of a railyard or underwater locations for positioning drill bits.

"In the field of communications," Mr. Hallamore said, "we see industrial television servicing as the company magazine and actively building employe morale," as at the Hallamore plant, where a simplified tv studio, operated by one man, is coupled with some 76 receivers throughout the plant.

Touching on another field, Mr. Hallamore asserted that pay tv offers a great

field for tv expansion. He predicted that in metropolitan areas pay tv will develop by neighborhoods or communities (he foresees 73 such local systems in Los Angeles), with homes of subscribers connected by wires or cable to points of program origin.

The Hallamore one-man tv studio set-up [MANUFACTURING, July 1, 1957] was demonstrated to the advertising luncheon by Mr. Hallamore and a bevy of Powers models, who also assisted him in presenting a new device, named "Sellevision." This is an indoor display unit which, Mr. Hallamore said, offers a store operator the chance to use in his store the same sight-sound-and-motion advertising which the national advertiser uses so effectively on tv.

Sellevision also offers the national advertiser of automobiles and other high priced merchandise a chance to let his top salesman help every dealer to make that difficult sale, its inventor stated. By film and Sellevision, that top salesman can be present in the dealer's establishment, ready to talk when called on. The units displayed resembled large-screen tv receivers. They were said to be different from other store displays of that type in that they could be operated in brightly lighted locations without shielding.

## Chicago BAC to Discuss P.R. At Closed-Membership Meeting

Industry public relations will be discussed at a closed-membership luncheon meeting of the Chicago Broadcast Advertising Club May 21 by a panel of speakers including Donald N. Martin, public relations assistant to the president of NAB. The meeting will be held at the Sheraton Hotel.

Appearing with Mr. Martin will be Dr. Leonard Kent, vice president and research director of Needham, Louis & Brorby, and Dale O'Brien, president of Mayer & O'Brien, public relations counsellor, and of the Chicago chapter of the Public Relations Society of America.

Mr. Martin will discuss NAB's public relations program and problems facing that industry today. Developments in public opinion research will be canvassed by Dr. Kent, while Mr. O'Brien will talk on the growing stature of public relations in business.

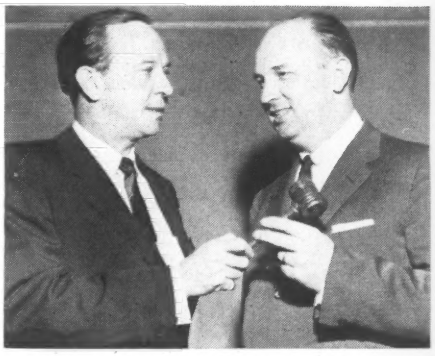
FCC Chairman John C. Doerfer is scheduled as speaker for BAC's final 1957-58 luncheon meeting June 20.

## McGannon Named Head of RTES For 1958-59, Succeeding Daly

Donald H. McGannon, president of Westinghouse Broadcasting Co., was named president of the Radio & Television Executives Society in New York last week. He succeeds John Daly of ABC.

Other officers named in the annual balloting were Geraldine Zorbaugh of CBS Radio as first vice president; Don Durgin of NBC and Frank E. Pellegrin of H-R Representatives as vice presidents; Omar F. Elder Jr., ABC, secretary, and Jay Smolin, Associated Artists Productions, treasurer.

Named to two-year terms on the board of governors were Ted Bergmann, Parkson Adv.; Ernest Lee Jahncke Jr., Edward Petry & Co.; Winfield R. Levi, BROADCASTING; Alfred L. Mendelsohn, Universal Pictures, and David Channing Moore, Transcontinent Television Corp. In addition, Josef C. Dine, Dine & Kalmus, was named for one year to fill an unexpired term. Other governors, with terms expiring next year, are Robert Jay Burton, BMI; Robert J. Leder, WOR New York; Mary McKenna, DuMont Broadcasting Co., and Sam J. Slate, WCBS New York.



**DONALD H. McGANNON** *(r), president of Westinghouse Broadcasting Co. accepted the RTES president's gavel last week from John C. Daly, ABC vice persident-newscaster and outgoing president of the New York group.*

## NCAB Session Spotlights Sales, Regulatory Problems

Sales and regulatory problems dominated the meeting of North Carolina Assn. of Broadcasters held at Mid-Pines Club, Southern Pines. E. Z. Jones, WBBB Burlington, NCAB president, presided at opening business sessions Thursday, with over 100 in attendance.

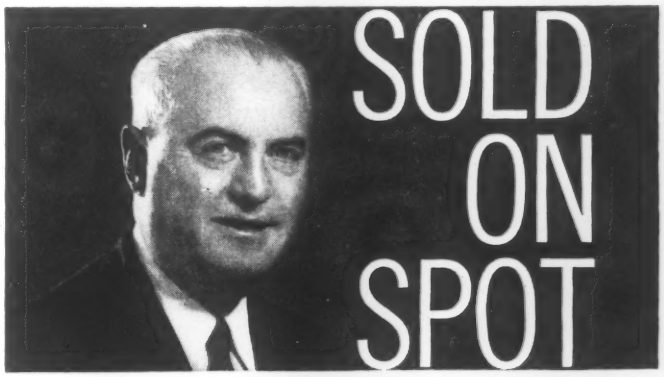
Warren Boorom, Radio Advertising Bureau, listed 16 ways of improving station sales. A panel titled "My Major Sales Problem" comprised Bill Currie, WRAL Raleigh; Tom Harrell, WSTP Salisbury; Lee Hodges, WCPS Tarboro and Dallas Mackey, WEYE Sanford. Douglas Coxe, of the North Carolina State Fair, spoke on the topic "How to Spell Sales."

Thad H. Brown Jr., NAB tv vice president, spoke at the Thursday banquet, reviewing Washington problems.

A. C. Edwards, executive vice president of the North Carolina Farm Bureau, lauded broadcasters for their role in disseminating farm news and promoting sale of farm commodities. The bureau plans awards to stations for farm broadcasts. Ted Hyman, of the Division of Agricultural Information, described a new weekly tape service offered by N. C. State College. The tape is suitable for sponsorship.

Brig. Gen. William M. Gross, chief of staff of the Tactical Air Command, U. S. Air Force, was Friday luncheon speaker.


**From Home Office to Service Station, SINCLAIR is**




"Spot is doing a great job for Sinclair. And," adds James J. Delaney, Sinclair Refining Company's Advertising Manager, "we now boast the biggest campaign for size, scope and duration, in spot radio history. It's been so successful that a questionnaire sent to Sinclair marketers and distributors brought a resounding 95% request for continued use of Spot Radio!"

NBC SPOT SALES

Glenn Ramsey, SESAC, and Ray Galloway, North Carolina division, U. S. Brewers Foundation, were hosts at a Wednesday reception. Wallace Cochrane and Carroll Ogle, RCA broadcast sales and recorded program service, were Thursday hosts.

## WLS' Salzman Elected Head Of Illinois News Broadcasters

Harold Salzman, WLS Chicago, was elected president of Illinois News Broadcasters Assn., suceeding Ralph Smith, WSOY Decatur, at a two-day clinic at the U. of Illinois' Robert Allerton Park. Both the AP and UP Illinois Broadcasters' groups met concurrently with INBA May 10-11.

Others elected by INBA were John Rhodes, WRRR Rockford, vice president, and Al Rowe, WSOY Decatur, secretary-treasurer, plus these directors: Bill Spangler, WFRX West Frankfort; Fran Booton, WLBK DeKalb; George Martin, WTHI Terre Haute, Ind., and Mr. Smith. Mr. Spangler was elected president of the UP group and Bill Ellison, WHBF Rock Island, of the AP unit.

Panelists reported on broadcasting and economic developments during the clinic, including results of a graduate student's survey of Illinois judges on Canon 35 and station awards by the AP broadcasters' group (see page 82). Newsmen from downstate stations also reported on coverage and public service aspects of tornado coverage earlier this year.

## Duncan Notes Electronics 'Upswing'

The electronics industry is experiencing "a very definite upswing" following the slump in the last half of 1957, D. C. Duncan, president, West Coast Electronics Manufacturers Assn., said Friday. Speaking at the WCEMA spring board meeting in Denver, Mr. Duncan said, "Reports from throughout the country indicate sales increases ranging from 10% to 40% since January. U. S. electronics volume should approach $14.5 billion this year compared with the $13.2 billion recorded for 1957." Mr. Duncan is general manager of Beckman Instruments Helipot division, Newport Beach, Calif.

## Hoffman to Receive EIA Honor At Chicago Convention This Week

H. Leslie Hoffman, president of Hoffman Electronics Corp., Los Angeles, will receive the 1958 Medal of Honor Thursday at the 34th annual convention of Electronics Industries Assn., to be held Wednesday - Friday at the Sheraton Hotel, Chicago.

MR HOFFMAN

Mr. Hoffman is a former broadcaster, having sold KOVR (TV) Stockton, Calif., and is applicant for a tv station on ch. 39 in Bakersfield, Calif. Paul V. Galvin, EIA past president and board chairman of Motorola Inc., will make the presentation to Mr. Hoffman as "Electronics Man of the Year."

Over 30 business sessions, two membership luncheons and the Thursday awards dinner are on the EIA convention schedule, according to James D. Secrest, executive vice president. The five EIA divisions will elect officers and directors. The board of directors will meet Friday, electing a president and other association officers.

Leslie F. Muter, president of The Muter Co., Chicago, is in charge of the convention committee. Group meetings will be held Wednesday and Thursday. EIA underwent its change from Radio-Electronics-Tv Mfrs. Assn. into a more efficient industrywide association during Mr. Hoffman's term as president. The Hoffman firm employs over 2,500 people and its sales have been over the $40 million mark for each of the last five years. He has pioneered many developments in the electronics industry, including sponsored telecasts of sports in the West.

## FTC's Kintner to Address TGA

Earl W. Kintner, chief counsel of the Federal Trade Commission, will address the opening day meeting of the annual Toilet Goods Assn. convention at Poland Spring, Me., June 25-28. A panel discussion on distribution and merchandising, with Robert E. Hilbrant, vice president, Colgate-Palmolive Co., as moderator, is planned for the final day of the convention. Panel members will be Marshall F. Chapman, vice president of A. C. Nielsen Co.; Edward A. Loring, vice president of Gilman Bros. Inc., wholesale druggists; Richard Lockman, vice president and general manager of Emil Mogul Co., and others to be announced.

## Fisher Heads Texas Group

The Assn. of Broadcasting Executives of Texas has elected Howard Fisher, radio-tv director of Rogers & Smith Advertising Agency, Dallas, president for 1958-59. He succeeds Paul Girard of Tracy-Locke Co., Dallas. Wallis Ivy, The Katz Agency, Dallas, is vice president.

Re-elected were Mrs. Frances Banister, Crook Adv. Agency, Dallas, secretary, and Gene Cuny, KLRD-TV Dallas, treasurer. Directors: Mike Shapiro, WFAA-TV Dallas; Dan Hayslett, KIXL Dallas; George Utley, WFAA; Bob Stuart, Clarke Brown Co., Dallas; Jack Sellers, The Sellers Co., Dallas; Bob Stanford, Seven-Eleven Food Stores, Dallas; Bill Jones, The Frito Co.; Jack Rogers, WBAP-TV Fort Worth; Mr. Fisher; Mr. Girard, and Mr. Ivy.

More than 100 North Texas radio and television advertising executives belong to ABET, which is just over a year old.

## Burnett, Helffrich on PR Panel

An agency president and a network executive will participate in a panel discussion on "Advertiser-Media Relationships" this Thursday at an annual forum sponsored by the Public Relations Society of America and the U. of Minnesota. The forum will be held at Calhoun Beach Hotel in Minneapolis. Panelists include Leo Burnett, president of Leo Burnett Co.; Stockton Helffrich, NBC director of continuity acceptance; James P. Selvage, president of Selvage & Lee, public relations consultant, and William I. Nichols, editor and publisher, *This Week* magazine. Moderator will be Dean I. W. Cole, Medill School of Journalism, Northwestern U.

## Calif. AP Group Picks Thornley

Hank Thornley of KBET-TV Sacramento, Calif., has been elected chairman of the California AP Television-Radio Assn., succeeding Sam Zelman of KNXT (TV) Los Angeles. Pat O'Reilly of KABC Los Angeles was named vice chairman of the group at its May 10 meeting in Sacramento.

Sig Mickelson, CBS vice president in charge of news and public affairs, was featured speaker at the luncheon meeting. Also on the luncheon bill were news awards to member stations (see AWARDS). Panelists for a discussion of radio-tv news problems were Mr. Thornley, Mr. O'Reilly, Mr. Zelman, Henry Schacht of KNBC San Francisco and Charles V. Berlin of KSCO Santa Cruz.

COLUMBUS, GEORGIA

the TV Market

53 COUNTY COVERAGE AREA

| | |
|---|---|
| TV Homes | 197,344 |
| Population | 1,195,100 |
| Families | 295,600 |
| E.B.I. | $1,288,883,000 |
| Retail Sales | $828,816,000 |

Source: Television Data Book March, 1958

the Metropolitan Area

IN THE TOP 50 OF ALL 262 METRO AREAS IN PERCENTAGE OF GROWTH IN

- POPULATION
- E. B. I.
- RETAIL SALES

Source: Sales Management, Marketing on the Move, November 10, 1957

the Station

LEADS IN 380 OUT OF 419 QUARTER HOURS . . . TIED 5

Source: Metro Pulse, January, 1958

WRBL-TV CBS — ABC CHANNEL 4

CALL HOLLINGBERY COMPANY

MANUFACTURING

# ZENITH'S COMDR. McDONALD DIES

- **Pioneer in broadcasting, electronics and first NAB head**
- **Manufacturer was formidable proponent of pay television**

Comdr. Eugene F. McDonald Jr., 72, board chairman of Zenith Radio Corp. and pioneer broadcaster, died late Thursday in U. of Chicago's Nathan Goldblatt Memorial Hospital after an extended illness.

A broadcaster for 35 years, he maintained his interest in Zenith's WEFM (FM) Chicago, oldest fm outlet on the air, and pursued a campaign to launch pay tv as a broadcast medium. He was the first president of NAB, having been elected at the association's organization in 1923. He had founded WJAZ Chicago that year.

He ruled Zenith 3½ decades with an iron hand. A strong personality, he led many industry movements. Controversial and colorful, he had long been active in the move to launch pay tv and directed the active campaign to develop congressional, FCC and public sentiment for the medium.

The immediate cause of death was bone cancer. Comdr. McDonald is understood to have been in a coma for a week.

After leaving the Navy in 1918 with the rank of lieutenant commander, he became interested in amateur radio and formed a partnership, Chicago Radio Labs. On New Year's Eve 1920, he heard music on a broadcast receiver and bluntly observed, "That's my business." This remark guided his career.

COMDR. MCDONALD

With his partners, he operated a radio business which in 1923 became Zenith Radio Corp., a sales adjunct for ham equipment. The term Zenith was derived from his ham call letters, 9ZN, which was the source of the trade name Z-Nith and then Zenith. Manufacture of broadcast receivers was begun by Zenith in 1925.

Comdr. McDonald felt the Secretary of Commerce, Herbert Hoover, had too much power as czar of radio and in 1925 he jumped to a Canadian frequency. The government prosecuted him and lost the case, an important factor in drafting of the Radio Act of 1927, predecessor to the Communications Act of 1934.

In 1923, as NAB president, he agreed to help Doubleday Page dispose of an overprint of a radio magazine. The publisher paid $1,000 a month to NAB as WJAZ, WOC Davenport, Iowa, and other stations carried magazine announcements. This convinced him that broadcasting had a commercial future and the incident is a landmark in early broadcast history.

During his career as a manufacturer, Comdr. McDonald emphasized quality and development of new ideas in broadcast equipment. He is credited with developing the first all-electronic receiver and the first automatic tuner. He developed the subscription tv idea in the early 30's but did not demonstrate it until 1947 when a telephone line served as a carrier for unscrambling signals. The term Phonevision was applied to the system. Commercial pay tv was demonstrated in 1951 in Chicago.

McDonald-sponsored fm experiments prior to World War II showed the coverage ability of signals in the 40 mc band. After the war Comdr. McDonald bitterly fought the shift of fm to the 88-108 mc band.

Deaf in one ear, he voiced resentment at the high cost of hearing aids and put out a low-cost device. Zenith still leads this field.

A militant competitor in the electronics industry, he filed patent suits against RCA in 1946. The litigation was settled last year with an award of $10 million to Zenith.

Born March 11, 1886, in Syracuse, N. Y., he was educated at Syracuse U. In 1931 he married the former Inez Riddle, who survives. Two children survive, Eugene F. III and Mrs. Guntram Weissenberg, of Haverford, Pa., and a sister, Mrs. Wilson Towns, of Chicago.

He entered business in Chicago in 1910 as a pioneer in the field of writing commercial automotive paper. He became a lieutenant commander in the Navy in 1917 and held the same rank in the reserve after World War I. He maintained his interest in ships and owned over 30 in his career, including the yacht *Mizpah* which served as his home. He often took broadcasters for lake cruises.

Comdr. McDonald was a member of a number of Arctic expeditions, including the MacMillan expedition of 1923 which he outfitted with shortwave radio. In 1925 he was second in command of the MacMillan National Geographic Expedition to the Arctic and commander of the shortwave-equipped *SS Peary*. He had persuaded the Navy to put shortwave radio on its 1925 goodwill expedition into the Pacific and talked from a point 11 degrees from the North Pole to the naval ships 12,000 miles away at Tasmania.

Besides his Zenith position he was president of Seneca Securities Corp.; president-director of Wincharger Corp., Sioux City, Iowa (towers), and director of Hospital Service Corp. He was author of a book, *Youth Must Fly*, published in 1941 by Harper.

He was especially proud of his ability to pick and train executives, leaving his office several months each year and keeping in touch by shortwave radio. Zenith earnings for the first quarter of 1958 hit an alltime high.

Comdr. McDonald was a fellow in the Royal Geographic Society of London. He


FOR IMMEDIATE RELEASE
To Television Stations Only

**A Public Service Film Available For Any 10-Day Period Without Charge**

## "CHALLENGE IN ASIA"

**Narrated by**

## Lowell Thomas

◆ A 13½ minute film short on today's challenge in Asia. Will the Philippine people and their President, with their English-speaking, Christian heritage on an Oriental background provide a fresh means of Peace in Asia and understanding with the West? In this film President Garcia gives his answer.

◆ Here is an inside look at President Garcia at work in Malacanang Palace, the Philippine White House. The film includes a special sequence on his role as host to the SEATO conference, which helped firm up the anti-Communist alliance in Asia. There are live sound statements by Secretary of State John Foster Dulles and Philippine President Garcia, also intimate glimpses into the workday and the private home life of President Garcia . . . including Cabinet Meetings, as host at a state dinner for SEATO foreign ministers . . . receiving a newly appointed ambassador . . . talking with a delegation of American boys . . . welcoming world-renowned personalities, Marian Anderson and others . . . relaxing with his family . . . playing chess . . . with a final interview of broad impact on tomorrow in Asia!

◆ A remarkably different public service film for the TV program director seeking to give his viewers a fresh insight into Asia and President Garcia's objectives for the betterment of Philippine-American understanding.

◆ Produced by Alfred Wagg Pictures, narrated by Lowell Thomas, directed by Alfred Wagg, written by Joe DiMona, photographed in 35mm black and white, and 16mm prints are available, with synchronized sound and music.

*For additional information, please write or wire:*

ALFRED WAGG PICTURES
7801 Woodmont Avenue
Washington 14, D. C.
Telephone: Oliver 6-3161

FLANAGAN PLATT COOPER

**WILLIAM F. FLANAGAN,** formerly with General Electric Co.'s Schenectady office, has been appointed to head the newly-formed GE distribution sales office in New Orleans. The new office represents expansion of electric components marketing in the South and will cover the major trading areas of New Orleans, Memphis and Jackson, Miss., according to C. B. Farmer, regional sales manager. David N. Platt, formerly with the Owensboro, Ky., office has been appointed new sales manager in Atlanta, and E. Kyle Cooper, previously in marketing training assignments in New York City, has been named district manager for the Birmingham office.

was a member of the Racket, Tavern and Chicago Athletic Clubs, in Chicago, as well as Mackinac Island Yacht Club, Royal Canadian Yacht Club and Explorers Club of New York.

Services for Comdr. McDonald today (Monday) at the Assumption Church, Chicago. It was requested that flowers be omitted but contributions be made to the Henrotin Hospital, Chicago.


THE POWERFUL HAND
in Pennsylvania's 3rd market

WNEP-TV WILK-TV
Ch. 16 Scranton
Ch. 34 Wilkes-Barre

• best possible coverage of the nearly 2,000,000 people in the prosperous Scranton–Wilkes-Barre trading area

• combined operation with identical programming–ABC-TV basic affiliates

Symbol of Service
TRANSCONTINENT TELEVISION CORPORATION

WROC-TV, Rochester • WGR, WGR-TV, Buffalo • WSVA, WSVA-TV, Harrisonburg • Represented by Peters, Griffin & Woodward • WNEP-TV (formerly WARM-TV), Scranton WILK-TV, Wilkes-Barre • Represented by Avery-Knodel, Inc.


## Haley Heads Investment Fund, Missiles-Jet & Automation

Andrew G. Haley, Washington communications attorney and prominent in astronautics, is president of a new open-end investment fund which has registered with the Securities & Exchange Commission.

The fund is Missiles-Jet & Automation Fund Inc. The offering proposed is 500,000 shares with a par value of $1 at an offering price of $10 per share. The stock will be sold through a nationwide group headed by Ira Haupt & Co. Investment adviser to the fund is Templeton, Dobbrow & Vance Inc.

Other principals are Dr. Theodore von Karman, aeronautical and space expert, chairman; directors: James S. Landis, attorney and former dean of the Harvard Law School, former chairman of SEC and CAB; Sir Robert A. Watson-Watt, father of radar; Bertram M. Goldsmith, Ira Haupt & Co.; Francis H. Crissman, Columbia Gas System Inc.; Roy S. Heavner and William S. Palmer, Templeton, Dobbrow & Vance Inc.; Arch C. Scurlock, Atlantic Research Corp.; Malcom A. Sedgwick, Home Insurance Co. A. Bernstein, former Navy captain and an investment dealer, is vice president of the fund, and Michael H. Bader, attorney with Haley, Wollenberg & Kenehan, is secretary-treasurer.

## Shure Announces Expansion Goal

Shure Bros., electronics components manufacturer, announced plans Thursday for acquisition of another electronics firm, primarily one engaged in high fidelity sound reproduction and industrial automation.

The decision was reported by S. N. Shure, president of the Evanston (Ill.) firm, at a management meeting which marked its 33rd anniversary.

Shure produces a complete line of microphones, hi-fi phonograph tone arms and cartridges and magnetic tape recording heads for the consumer, laboratory and industrial markets. Mr. Shure predicted stepped-up development of the electronics industry in the next 10 years and claimed acquisition of new products will help Shure "stay in front of this trend."

## Symposium Set on Stereo Discs

What is said to be the first comprehensive symposium on stereophonic disc recording will be held Friday by the Audio Engineering Society at the RCA Victor Studios, New York. Speakers will include William H. Miltenburg, chief engineer and manager of recording, RCA Victor, New York; Edwin A. Dickinson, manager of motion picture equipment, Westrex Corp., Denville, N. J., and William S. Bachman, director of engineering research and development, Columbia Records, New York.

### MANUFACTURING SHORTS

**Ampex Corp.** has announced shipment of magnetic tape recorder VR-1000, which can produce tv sight as well as sound, to KDUB-TV Lubbock, Tex. Company reports KDUB-TV is 25th station in country to receive equipment, which is black-and-white system that can be converted to color.

**Electro-Voice Inc.** and **Fairchild Recording Equipment Co.** have announced cartridges to play new Westrex 45-45 stereophonic disc recordings. Electro-Voice said it is now producing Model 21-D ceramic pickup with 0.7 mil diamond needle to sell at $19.50 and comparable Model 26-DST which features in addition turnover 3.0 mil sapphire needle for playing regular 78 rpm records. Latter sells for $22.50. Fairchild will start delivery this month of its XP-4 coil pickup based on its original Model 603 stereo cartridge. XP-4 will sell for $79.50 with Model 282 stereo arm listed at $42.50. All pickups will play regular monaural discs as well. Fairchild also is producing Model 248 stereo preamplifier at $239.50.

**Hallicrafters Co.,** Chicago, announces four new microwave amplifier models with "periodically focused" traveling wave tubes for "minimum size and maximum performance." Models (HMA 1-2-3-4) cover 1,000-11,000 mc range and are designed to meet high gain microwave amplifier needs. Among special features are self-contained video detectors, separate inputs and outputs for greater operational versatility, regulated power suppies and parallel input jacks, plus protection against crystal burnout of wide band crystal video receivers.

**Audio Devices Inc.,** N. Y., has issued 12-page booklet, "You Can Record the Satellites," which describes modifications to radio equipment that will enable radio amateur or professional to receive and record information about phenomena in space. Booklet is available without charge from company dealers throughout country.

**Symphonic Electronics Corp.,** N. J. manufacturer of package hi-fi equipment, tape recorders, and phonographs, moves to new headquarters in Coliseum Tower, 10 Columbus Circle, N. Y.

**Piclear Inc.,** Mamaroneck, N. Y., has announced that General Electric Co. has been named distributor of its Piclear device to television stations. Piclear claims that its device, when attached to film projector, enables abrased films to be telecast free of any defects. Company reported that more than 50 tv stations are using Piclear attachment.

**Audio Devices Inc.,** N. Y., manufacturer of Audiotape, has published brochure which tells how to receive satellite radio signals, record them on tape and interpret signals.

**German production:** West German television set makers report their inventories are at zero. Their original production goal for 1958 of 1.2 million to 1.3 million is expected to be increased second time this year. Retailers report almost all of many different models (few American sets among them) are sold without much promotion. Exports are up 20% over corresponding 1957 period.

# DOMINION RADIO-TV BOOMING

- **Gains explored at CARTB sessions in Montreal**
- **Tv sales power, radio's resurgence prime topics**

Television as Canada's number one salesman and the resurgence of radio as a national, regional and local merchandising medium were stressed by Canadian and United States broadcasters and advertisers at the opening day of the annual convention of the Canadian Assn. of Radio and Television Broadcasters. The convention opened May 12 at the Queen Elizabeth Hotel, Montreal.

The morning session was devoted to television with Karl A. Steeves, tv sales director of the CARTB, giving the audience facts and figures on Canadian television coverage, viewing habits and the growth of advertising expenditures since tv came to Canada in September 1952. Last year national tv advertising amounted to about $40,000,000.

Ray Peters, commercial manager of CHCH-TV Hamilton, Ont., introduced speakers who gave local success stories. A discussion on tv questions was conducted by a panel of Canadian authorities, with Murray Brown, CFPL-TV London, Ont., as chairman. Others on the panel: Spence Caldwell, of S. W. Caldwell Ltd., Toronto, Ont., advertising agency; Don Jamieson, CJON-TV St. John's, Nfld.; Ralph Snelgrove, CKVR-TV Barrie, Ont.; Blair Nelson, CFQC-TV Saskatoon, Sask.; Mrs. G. Myers, Screen Gems (Canada) Ltd., Toronto; Hugh Horler, MacLaren Adv. Ltd., Toronto; Warren Reynolds, E. W. Reynolds & Co., Toronto, advertising agency; William Inch, General Foods Ltd., Montreal, Que., and W. L. Charland, McKim Adv. Ltd., Toronto.

The afternoon radio workshop under the chairmanship of Howard Caine, CHWO Oakville, Ont., had Worth Kramer, WJR Detroit, Mich., as keynoter. Mr. Kramer asked Canadian broadcasters and advertisers to study their entertainment programming, news, commercials and rate card integrity, to see if they could not be improved. He urged Canadian stations to "meet the needs and desires of today's brighter, wiser and more selective public."

E. R. Fisher, advertising manager of Pepsi-Cola Co. of Canada, Montreal, explained his company's emphasis on radio because of its flexibility in programming and in buying time on stations to meet needs of local as well as regional company franchise holders.

Ben Dobrinsky, advertising director of Steinberg's Ltd., Montreal chain food markets, told how radio is the key to food merchandising. He dealt with various successful campaigns, and with the current campaign Steinberg's is using involving 300 one-minute commercials a week on 15 radio stations at a cost of $125,000 a year.

Kenneth H. J. Clarke, Canadian sales manager of International Nickel Co. of Canada, Toronto, and Donald H. McGannon, Westinghouse Broadcasting Co., New York, dealt respectively with radio as a public relations medium and its adjustment to television.

Booklets on the history and activities of private Canadian radio and television stations, a handbook for speakers on broadcasting in Canada, a national anthem recording in both French and English, and establishment of a radio and television program production center for private stations were discussed at the business sessions.

The report of the CARTB's public relations committee dealt with work done and planned for radio and television weeks in both 1957 and 1958. It also covered a variety of press releases and institutional promotion on stations and in Canadian publications.

## Drop in Radio-Tv Set Sales Continues in Canadian Market

Radio and television set sales continued to drop in the first three months of 1958 according to figures released by the Radio-Electronics-Television Manufacturers Assn. of Canada. Sales of tv sets in the January-March 1958 period totaled 97,313 units compared with 108,478 in the first three months of last year. Of the total, 35,449 sets were sold in Ontario, 22,548 in Quebec province, 8,626 in British Columbia and the remainder in the rest of Canada.

Radio receivers sold in the first three months of 1958 totaled 99,781 compared with 119,543 in the same 1957 period. Sales of portable sets were up from 5,887 in the 1957 period to 7,615 in the first three months of this year. Ontario accounted for 40,662 sets in the January-March 1958 period, Quebec for 25,470 sets, Alberta for 8,359, with the balance sold in the rest of Canada.

## Russians Reiterate Popov Claim To Original Discovery of Radio

The Russians again have claimed that a Russian scientist Alexander Stepanovich Popov, "discovered radio for mankind." This later claim was made on May 8 during a Radio Day speech presented over Radio Moscow, according to Radio Liberation, which monitors Soviet broadcasts.

Radio Liberation last week circulated a summary of the broadcast in which D. I. Chesnokov, chairman of the state committee for radio and television broadcasting attached to the Council of Ministers, was quoted as saying "It is with a feeling of special gratitude that we pronounce the name of the great Russian scientist, Alexander Stepanovich Popov, who discovered radio for mankind." Mr. Chesnokov went on to say that "we are proud that not only the first radio signals on earth were transmitted by our great compatriot, Popov, but also that the first radio signals transmitted

ALL the Kids LOVE Channel 9
-IN DETROIT!
ARB CUMULATIVE RATINGS
MONDAY thru FRIDAY
on these favorite Kiddie Shows!
LOONEY TUNES
19.3
POPEYE
32.4
BUGS BUNNY
21
In Detroit, the kids love Channel 9. There isn't a more loyal group of TV fans than those that watch CKLW-TV cartoons. The ratings show it . . . the response proves it! You'll be amazed at some of the sales success stories. Ask our representative or write direct.
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Young Television Corp.
National Representative
CKLW TV 9
CHANNEL
GUARDIAN BLDG.
DETROIT 26, MICH.
J. E. Campeau
President

from the depths of the universe were signals coming from Soviet satellites."

Mr. Chesnokov also reported, Radio Liberation said, that the average daily volume of Soviet radio broadcasts now amounts to almost 600 hours; there are 46 tv centers in operation throughout the country, and by the end of 1958, their number will increase to 70.

## RADIO-TV'S OUTLOOK SIZED UP BY DUNTON

- **CBC chief speaks to ACA**
- **Three-day meet in Toronto**

Competitive television stations in major Canadian cities, more export of Canadian tv programs and growth of tv sets in the next decade from the present 3,000,000 to 5,000,000, were among the forecasts made by A. D. Dunton at the 43rd annual meeting of the Assn. of Canadian Advertisers at Toronto May 7.

Mr. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., traced the growth of CBC in the five-and-one-half years since television came to Canada. He told the audience of Canadian advertisers and agency executives that in that time CBC's staff has grown from 1,200 to 6,300 persons, that last year Canadian advertisers spent about $40,000,000 on Canadian tv and that over 70% of all Canadian families now have tv sets and spend nearly four hours daily looking at tv programs. There are at present eight CBC stations and 38 private stations affiliated with the CBC network in operation in Canada.

The CBC chief forecast competitive tv stations for a number of Canadian cities in the next few years and expressed the hope that those new stations would come into being in such a way as to stimulate the production of a reasonable number of Canadian programs. Such competitive stations would make it possible, he hoped, for viewers to choose between Canadian and imported programming.

In the next ten years, Mr. Dunton estimated tv production would increase to about $150,000,000 a year, about double the present expenditure. He urged advertisers to take some responsibility for the television system and "not to put too much pressure on straight commercial considerations." He hoped they would "help leave some room and some opportunity for trying new ideas and for honest attempts for progress that will throw the lie in the face of those who try to say that the whole influence of tv is deadening and tending to force the minds of people into one mold of conformity."

He felt that because of Canada's expanse of space, small population and two national languages, there was need for a government system that now exists in Canada along with private stations. "For pure economic reasons I do not think that private operations alone can produce much significant tv work by Canadians for Canadians on a national scale without the help of the public agency and the public funds that support it," he stated. "Nor can the CBC do its national job of serving all possible Canadians without the private stations."

He told advertisers that it now costs CBC about two-and-one-half cents per day per tv family to operate its national service. He did not anticipate early color tv for Canada, hoped it would come by 1965. He anticipated consolidated, efficient production centers at Toronto and Montreal for CBC's national service in the near future.

The three day meeting, May 5-7, featured an array of Canadian and United States advertising talent who spoke on various aspects of advertising as the creative force in marketing. Speakers included E. H. Walker, president of General Motors of Canada, Oshawa, Ont.; David W. Wallace, president of Standard Brands Ltd., Montreal; Ben H. Wells, vice president of Seven-Up Co., St. Louis; Dr. R. P. Dinsmore, vice president of Goodyear Tire & Rubber Co., Akron; Dr. Ernest Dichter, president of the Institute of Motivational Research, Croton-on-Hudson, New York; Dr. Virgil Reed, vice president of J. Walter Thompson Co., New York; Elton M. Johnson, president of Canadian Assn. of Advertising Agencies and chairman of Stanfield, Johnson & Hill, Ltd., Toronto; T. W. Kober, marketing director of Vickers & Benson Ltd., Toronto; R. J. Eggert, marketing research manager of Ford Motor Co., Detroit, and F. Hugh Horler, radio-tv director of MacLaren Adv. Co. Ltd., Toronto.

H. E. Whitehead, vice president of Kimberly-Clark Corp. of Canada, Toronto, was elected president of ACA succeeding T. M. Atkinson, advertising manager of Du Pont Co. of Canada, Montreal. J. J. McGill, Imperial Tobacco Co. of Canada, Montreal, was elected executive vice president. Five vice presidents were elected: E. T. Gater, Sterling Drug Mfg. Ltd., Windsor, Ont.; J. W. Cook, Shawinigan Water & Power Co., Montreal; K. J. Farthing, Canadian Westinghouse Co. Ltd., Hamilton, Ont.; P. J. McGinnis, Bell Telephone Co. of Canada, Montreal, and J. C. Miller, Ford Motor Co. of Canada, Toronto. A. S. Yeates, Prudential Insurance Co. of America, Toronto, was elected vice president and treasurer, and B. E. Legate, secretary and general manager of ACA with offices at Toronto.

Einar V. Rechnitzer, president of MacLaren Adv. Co. Ltd., Toronto, was awarded the ACA gold metal "in recognition and appreciation of outstanding leadership qualities shown during his long and distinguished service in the field of Canadian advertising."

### Canadian Agency Plans N.Y. Shop

James Lovick & Co., Vancouver, B. C. advertising agency, plans to establish a New York office in the new Canada House, in June, the first time that a Canadian advertising agency has had a New York office. The agency has offices in eight Canadian cities and San Francisco. It is now the third largest agency in Canada. The New York office is to be under the supervision of Don Agnew, a vice president in the Toronto, Ont., office. G. Douglas Hall will be manager of the New York office, moving there from Toronto.

## ABROAD IN BRIEF

**AUSTRIAN INVITATION:** The Austrian Television Service, which is only a few weeks old, has announced it will add commercial time segments to its otherwise non-commercial broadcasting schedule when sufficient viewers have been reached. The first commercial experiment was staged during the Vienna Spring Fair when advertisers got time for a nominal rate covering outlay of the Vienna station.

**NEW TACTICS:** The West German Newspaper Publishers' Assn. has decided to stop legal action against Bavarian Radio and its Munich tv station. The suit, pending for some months, claimed Bavarian Radio, as a state-operated and non-profit organization, should not invade private business and advertising. The association's switch came with the explanation that negotiations with the West German Government have been successful. No details were given. German observers believe that the Bonn Government may prohibit commercial operations for government-operated monopoly stations and clear a sufficient number of uhf channels for private commercial broadcasts.

**THEATRE TV:** A television projector which can illuminate the entire screen of a motion picture theatre was demonstrated in Zurich,

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GATES
Leader in Creative Engineering

Switzerland. The projector is an Eidophor type, built around an arc lamp rather than the usual cathode ray tube found in conventional models. The new projector's black-and-white picture is claimed to be better quality than movies. It is expected to reach wide circulation in Europe where movie houses take tv broadcasts (mainly special events) off the air and show them before paying audiences.

**GERMAN GAIN:** The number of commercials broadcast by a network of television stations in Southern Germany in March went up 50%. Participating stations are generally non-commercial but have set aside 30-minutes daily for commercial operations. In March 75.8% out of total available time was sold out, against 52.2% in January and February. There were 98 commercials in the combined January-February period against 169 commercials in March.

**SALES IN SWEDEN:** Latest statistics indicate retailers sold more than 100,000 television receivers last year. That was at a time when Swedish tv broadcasts were still in an experimental stage. Sweden now has switched to regular tv broadcasts.

# PLAYBACK

## QUOTES WORTH REPEATING

### PRE-SOLD BY TELEVISION

*Edward F. Lethen Jr., manager, network sales development, CBS-TV, speaking before the Fifth District Conference of the American Federation of Advertisers May 2 in Mansfield, Ohio:*

Network television advertising is producing a revolution in merchandising, the long-term results of which will be to reduce the cost of distributing goods. More important to consumers is the fact that it will reduce the cost of goods themselves.

A substantial amount of merchandise is today being sold to self-service stores or semi-self-service stores. In these stores the influence of salesmen is almost nil and customers are almost entirely pre-sold by advertising. It is very significant, then, that television was preferred by three-quarters of the store managers interviewed [in a special CBS survey]. The implication of this low-cost distribution through the selling power of tv is spreading and will in time have its effect on the method of distribution of almost all manufactured products.

### WHICH FAITHFUL AUDIENCE?

*The reported move of two Denver area radio stations to a "Top 40" formula of "tribal music and artificial icons fashioned by teenage girls" touched off an explosion from Thompson R. Watt, radio-tv editor of the* Denver Post. *Blaming the "jukebox" programming trend on Madison Avenue and "its devotion to inconclusive ratings," the FCC, public apathy and "the station owner willing to exploit such forgetfulness," Mr. Watt said in his column:*

The industry points to figures revealing an all-time high in receiver sales, and indicates more people are listening to radio than ever before. We argue they're the same people—"mostly young"—listening over and over, to the same and the same; listening so intently they have little time to earn money for sponsor products. More people, too, are watching more television than ever before, buying more hi fi sets than ever before, reading more than ever before.

There are more people than ever before.

. . . We ask ourselves, why in common sense do we devote cherished newspaper space to a daily radio log when it serves little purpose other than to allow a handful of disc jockeys to see their names in print?

. . . We have a real fear that if imagination and creativity continue to disappear from radio, its reasoning adult audience will lessen correspondingly. . . .

### HEADLINE HUNTERS

*NAB President Harold E. Fellows, in his annual address to the membership at the NAB Los Angeles convention, defended the participation of FCC members in the industry's meeting. Here are excerpts from his speech:*

I do not believe that the broadcasters of this nation are insensitive to the part that devoted government workers have played in this great experiment, nor do I believe that the public itself thinks this magic has been wrought without honest purpose and pure endeavor.

These Commissioners and their staffs, and those who preceded them, have contributed their parts to the service of our people in developing America s free broadcasting—and I don't believe that fact can or should be derogated by the careless and thoughtless and questionable charges of young and eager headline hunters.

### 'FUN WHILE IT LASTED'

*Some of those in the advertising profession have grown fat and lazy from easy pickings brought about by hard work from their predecessors, but now in this period of recession they will have to work —bring forth newer and more creative ideas—to survive themselves and to combat threats to the economy, Paul Harvey, ABN commentator, said in an address (carried on ABN) to the Racine (Wis.) Ad Club. Mr. Harvey said in part:*

It is interesting to note that the motivation analysts wanted to know why women will pay $2.50 for skin cream but only 25 cents for soap. You know what they discovered? Skin cream promised to make them beautiful. They weren't buying a product, they were buying a promise. So they promptly re-wrote the soap ads.

We don't buy oranges, we buy vitality. We don't buy a car, we buy prestige. And it's been fun while it lasted. Yet as surely as we have developed new techniques of persuasion, our secrets become known and their effectiveness diminishes. And ad men are called upon for newer, better ideas.

If this sounds as if I'm blaming the advertising profession for the business recession—maybe I am. It's a cinch industry has recently produced more than you have sold! But if you did let that happen, you can also reverse the trend.

### TIME FOR A NEW LOOK?

*Adman Maxwell B. Sackheim, whose agency of the same name has helped build CBS Inc.'s Columbia Records Club via "hard-sell," speaking before The Premium Club of New York May 13:*

Let's cut out the foolishness and put more sell in our advertising. When the going is easy and profits are high, practically everybody's advertising is good. Nobody criticizes it. Nobody complains. Nobody notices foolishness when it's covered by soaring sales. But when times get tough some advertisers wake up and demand results. Their advertising takes on a new and strange look. Gone are the pretty pictures and sweet talk. Off comes the kid glove and on go the brass knuckles. Some of them even change their advertising agencies. In short, they cut out the foolishness and put more *sell* into their advertising. That's what usually happens when business comes to a crisis —a labor crisis, a stockholder crisis, a sales crisis or a crisis of any kind.

But some advertisers seem to care little about their advertising regardless of conditions. They never change. It is difficult for me . . . to reconcile this attitude with good business. . . .

PROFESSIONAL SERVICES

## Daniels Heads Brokerage Firm

The formation of a community antenna brokerage firm, the first specializing in this field, was announced a fortnight ago. The firm is Daniels & Assoc., Denver, Colo., and it will handle both sales and financing of community antenna systems. Daniels & Assoc. is headed by Bill Daniels, a community tv operator in Casper and Laramie, Wyo., and Farmington, N. M. Mr. Daniels is also a principal of Televents Inc., engaged in furnishing CATV operators with motion pictures and other program material for their own origination. He is past president of the National Community Tv Assn. and is a present member of the board of directors of the trade association.

## Promotion Assoc. Moves Office

Promotion Associates, media sales and audience firm, has moved its headquarters to 734 15th Street N. W., Washington 5, D. C. Branch offices remain in Boston and Alexandria, Va. Among the services offered: singing station breaks and intros, trade paper advertising layout and design and "specialized advertising novelties."

Effective immediately, Promotion Assoc. will represent WFAX Falls Church, Va., a daytime independent on 1220 kc.

### PROFESSIONAL SERVICES SHORTS

**Communications Counselors,** McCann-Erickson subsidiary, has consolidated its Los Angeles and Hollywood offices into Southern California office. **Harry Bennett,** vice president of CC and head of Los Angeles office, will be in charge of consolidated office. **Margaret Ettinger,** vice president, also becomes general executive with responsibility to president for special assignments.

**Jane Winne Inc.,** Norfolk, Va., announces PBM, Planned Broadcast Merchandising service, operating from Norfolk and New York. PBM is being offered broadcast organizations to help them meet "increasing demands of national and regional sponsors." Norfolk headquarters is at 340 Dunmore St.; telephone: Madison 5-1779.

**Earl S. Peed Public Relations,** N. Y., has announced addition of Los Angeles office located at 3511 W. Sixth St. Telephone: Dunkirk 5-6724. **Joan Owen** named manager of new office.

**Audits & Surveys Co.,** N. Y. market research firm, has moved to new headquarters at 640 Fifth Ave. Telephone: Judson 2-5800.

**S. Jay Reiner Co.,** national contest and merchandise consultant, has moved into own building at 155 Mineola Blvd., Mineola, N.Y., and plans to open new office in Chicago.

**Wolcott & Assoc.,** public relations, announces move of its S. F. office to 47 Kearney St. and appointment of **Grady Galloway** as S. F. office manager.

**Art Blum Public Relations & Adv. Agency** has moved to new and larger headquarters at 700 Montgomery St., S. F.

EDUCATION

# ETV's ROLE PROBED AT OHIO MEET

Commercial and educational television broadcasters met on common ground last week at the 28th Institute for Education by Radio-Tv, held at Ohio State U., Columbus. They agreed in general they can help each other solve common problems and provide improved public service.

Four days of general sessions and panels probed many phases of education, particularly the role broadcasting can take in solving the current educational crisis. J. Keith Tyler, institute director, presided at the sessions.

Educational stations should complement rather than compete with commercial stations, A. James Ebel. vice president-general manager of KOLN-TV Lincoln, Neb., told the Monday night general session. He contended the educational station should educate in depth while the commercial station educates in breadth, adding, "While the commercial station must teach a little to the many, the educational station should teach much to the few. He pointed to the need for more program research and well-trained people in educational broadcasting.

John F. White, general manager of WQED (TV) Pittsburgh, speaking as an etv station operator, predicted that within 10 years every independent etv outlet will be operating on more than one channel. He said transmission power and other costs will be low and demand by schools for tv service will be so great that stations "cannot afford for the long pull not to operate additional channels." He added there are "thousands of uhf channels and no reason educators can't be assigned any number we require."

Looking into the future again, Mr. White said independent etv outlets will have a budget of at least a million dollars a year and telecast at least 75 hours a week.

Mr. White said "some of the finest educational and cultural programming on the airways today comes not from the educational stations but from commercial outlets." He contended telecasting of sports, public information and high-level entertainment is not the sole prerogative of the commercial station.

Richard Wolfson, administrative assistant to the president of WTVJ (TV) Miami, Fla., said etv stations "shouldn't care whether the majority of people turn them on once a week or once a month. They should not care about the majority at all." Taking issue with Mr. White, he said the educational station, except in large metropolitan areas, can't be independent but must depend on tax money. He said WTVJ carries a daily five-minute program taking an editorial stand on local affairs.

Jerome Reeves, general manager of KDKA-TV Pittsburgh, said, "Sooner or later the viewer wants to do more than just enjoy television. This is where the educational station has its job." He advocated closer cooperation between the commercial and educational broadcaster. "It is in close working arrangements that educational stations can master the showmanship techniques of the commercial," he said. "Educational tv must compete not only on the programming level but in the promotional field. It isn't good enough to have a good program or series—you must tell the world about it."

Leon Goldstein, vice president of WMCA New York, said educators should practice their right to editorialize, pointing out that since etv outlets "have a point of view about things, they should express it."

Richard Hull, radio-tv director of Ohio State U., regretted the small number of etv stations in the nation. He said, "Until there is standard availability of educational programs across the country, this will have to remain a curiosity. We need stations everywhere—quickly."

At a Tuesday session Quincy Howe, president of Assn. of Radio-Television News Analysts, said public service broadcasting "offers a greater sense of satisfaction, achievement and power than any other medium of human communication."

Recalling a public service report by William Costello, on behalf of ARTNA, he said there is a dearth of information on the subject of public service broadcasting. Mr. Costello found, according to Mr. Howe, that "'the future of the news analyst, in radio or tv, depended on the future of public service broadcasting which not only includes all news operations but which also embraces programs of religion, discussion, and—above all—education."

As to pay-tv, Mr. Howe cited the Costello report's finding that while "there may be a case for pay-tv, neither the FCC nor the industry has made that case." He added that ARTNA was alone in suggesting the FCC impose on pay-tv the same requirement it imposes on free television to serve the public interest, convenience and necessity."

Mr. Howe said the report takes the position the FCC should enlarge its authority over programming, a step he contended would promote public service broadcasting.

"The most important single fact revealed

**MORRIS S. NOVIK (c),** *New York radio-tv consultant, presided at the Institute for Education by Radio-Tv panel on community problems, held at Columbus, Ohio. Major speakers included Jerome Reeves (l) KDKA-TV Pittsburgh, and John F. White, WQED (TV) Pittsburgh.*

by the Costello report," Mr. Howe said, "is that nobody yet knows enough about public service broadcasting to talk about it intelligently or to outline a rational, realistic policy."

Two Wednesday night speakers contended educational television won't put competent classroom teachers out of work, even if it becomes commonplace. Cliff Mitchell director of a Dade County (Miami, Fla.) etv project, said "not a single teacher has been discharged" because of the Greater Miami experiment. Actually, he said, by using tv to teach large classes in certain areas lending themselves to this technique "we have found it possible to reduce the size of classes in areas in which pupils need more individual attention. Etv is a challenge to teachers to upgrade their teaching just as teaching is being upgraded before the camera."

Dr. Grant W. Smith, of the National Science Foundation, said well-planned tv instruction can be just as effective as instruction in person and even "superior to poor or average instruction in person."

Dr. Smith said equipment improvements and moderate-cost color should help tv instruction. "The teacher should become acquainted with instructional television's potentialities," he said. "He need not fear the use of this medium, if he is a competent teacher. There will always be a demand for competent teaching by competent teachers. The need will be great whether or not instruction by television becomes commonplace."

Edward H. Bronson, NAB tv code affairs director, said organized viewer groups should encourage audience selectivity and spontaneous viewer criticism. He said there is no substitute for "intelligent, articulate and constructive criticism of programming and advertising."

Ben Hudelson, production manager of WRCA-TV New York, told a program clinic how the station developed its *Hi Mom* program and how it interested the trade and public. The promotion included mailing of diapers to Madison Avenue and in general drumming up interest.

George A. Heineman, program manager of WRCA-TV, told how the station developed a stockpile of programs as film material encroached on local programming. A program planning board was formed, auditions were held and kinescopes and recording of proposed programs were made. A six-week seminar was held for the staff and a 3½-hour segment was developed for Sunday morning broadcast.

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# Education Shows Cited In Ohio State Awards

The annual Ohio State U. awards for educational radio and tv programs were announced last Monday. The awards are sponsored by the Institute for Education by Radio-Tv and were made at the 22nd American Exhibition of Educational Radio & Tv Programs, held at Ohio State U., Columbus (see page 98). Following are winners and categories:

**SPECIAL GROUP:** Both radio and television.

Special recognition: *Know Your Schools*, NBC Owned Stations Div. and U. S. Dept. of Health, Education and Welfare.

**RADIO AWARDS**

**GROUP I:** Programs heard nationally by network or transcription.

Class 1: Directed to special interest groups (women's agriculture, etc.).

First award: *Summer Fallow*, CBC; honorable mention: *National Farm Radio Forum*, CBC.

Class 2: Religious.

First award: *The Eternal Light, Jewish* Theological Seminary of America and NBC; honorable mention: *Songs of Praise*, CBS, and *The Ave Maria Hour*, Graymoor Friars and WMCA New York.

Class 3: Cultural—Drama, science, literature, music (not straight music).

First award: *The International Geophysical Year*, CBC; and *The American Theatre of the Air*, U. S. Information Agency, Voice of America and American National Theatre; honorable mention: *The Sacred Note*, U. of Chicago and WBBM Chicago.

Class 4: Dealing with personal and social problems.

First award: *Horizons '57*, United Nations Radio, and *The Hour of St. Francis*, The Hour of St. Francis; honorable mention: *Mind Alone*, Bureau of Health Education, American Medical Education, and The Marshall Organization Inc.

Class 5: Public affairs: forums, round tables, news interpretation.

First award: *Update*, CBS; honorable mention: *Footloose*, CBC.

Class 6: Special one-time broadcasts.

First award: *The Galindez-Murphy Case: A Chronicle of Terror*, CBS; honorable mention: *Southern Exposure*, CBC.

Class 7: Children and youth (out-of-school listening).

First award: *Voyage Into Space*, CBC; honorable mention: *National Boy Scout Jamboree at Valley Forge*, CBS.

Class 8: Designed for in-school use by pupils in primary grades.

No awards.

Class 9: Designed for classroom use by pupils in intermediate grades.

No awards.

Class 10: Designed for in-school use by pupils in junior and senior high school.

First award: *Our Canadian Bookshelf*, CBC; no honorable mention.

**GROUP II:** Regional networks, regional organizations and regional and clear-channel stations (5-50 kw).

Class 1: Directed to special interest groups (women's, agriculture, etc.).

No first award; honorable mention: *University Explorer*, KNX Radio and U. of California at Los Angeles.

Class 2: Religious.

First award: *And There Was Light*, WBBM Chicago; honorable mention: *Scrolls from the Dead Sea*, WHA (U. of Wisconsin) and the Wisconsin State Radio Network.

Class 3: Cultural—Drama, science, literature, music (not straight).

First award: *L'Histoire du Canada* (History of Canada), CKVL Limited, Verdun, Quebec; honorable mention: *Pacific Portraits*, WHA (U. of Wisconsin) and the Wisconsin State Network.

Class 4: Dealing with personal and social problems.

First award: *Judgment*, KNX Los Angeles; honorable mention: *Counterpoint*, WNEW New York.

Class 5: Public affairs.

First award: *Witness*, WSB Atlanta; honorable mention: *Report to the People*, WMCA New York.

Class 6: Special one-time broadcasts.

No first award; honorable mention: *The New Class*, WRCA New York.

Class 7: Children and youth (out-of-school listening).

First award: *The Pied Piper*, WOSU (educational) Columbus, Ohio, and *Young Book Reviewers*, WMCA New York; honorable mention: *Handy Andy*, KTAR Phoenix, and *Let's Listen to a Story*, WMCA New York.

Class 8: Designed for in-school use by pupils in primary grades.

First award: *Playtime*, CBC Atlantic Network; honorable mention: *Tell Me a Story*, KTIS Minneapolis and Minneapolis Public Schools.

Class 9: Designed for classroom use by pupils in intermediate grades.

First award: *Standard School Broadcast*, Standard Oil of California over western station; honorable mention: *Songs to Remember*, New York Board of Education over WNYE New York.

Class 10: Designed for in-school use by junior and senior high school pupils.

First award: *French Revolution*, CBC Regional Network, and *When Men Are Free*, WHA Madison and Wisconsin State Network; honorable mention: *The Teller and the Tale*, New York Board of Education over WYNE New York, *Twelfth Night*, CBC and Newfoundland Dept. of Educa-

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IOWA
DAVENPORT
EAST MOLINE
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MOLINE
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AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
the station of marketing success in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

tion, *Social Studies*, CBC School Broadcasts Dept.

**GROUP III:** Local organizations and local stations (less than 5 kw).

Class 1: Directed to special interest groups.

No awards.

Class 2: Religious.

No awards.

Class 3: Cultural.

First award: *Minstrel of a Thousand Years*, U. of Texas and KURV Edinburg, Tex., and *Stars of Tomorrow*, Div. of Music Education of Philadelphia Public Schools on WRCV Philadelphia; no honorable mention.

Class 4: Dealing with personal and social problems.

First award: *Prison Document*, University Broadcasting Service of Florida State U. over WFSU-FM Tallahassee; honorable mention: *The Minds of Men*, U. of Texas and KNOW Austin, Tex., and *The Smoking and Health Issue*, WAER Syracuse, N. Y.

Class 5: Public affairs.

First award: *The Valley Health Story*, WADS Ansonia, Conn.; no honorable mention.

Class 6: Special one-time broadcasts.

First award: *Trial of General Porter*, WUOM Ann Arbor, Mich., honorable mention: *Listen to Los Angeles*, KLAC Los Angeles.

Class 7: Children and youth (out-of-school listening).

First award: *Stories 'N Stuff*, WILL Champaign, Ill.; no honorable mention.

Class 8: Designed for in-school use by pupils in primary grades.

No awards.

Class 9: Designed for classroom use by pupils in intermediate grades.

First award: *The Book Fair*, educational KUSD Vermillion, S. D., and six commercial stations; honorable mention: *History Writes a Song*, Baltimore Public Schools and WBAL Baltimore.

Class 10: Designed for in-school use by pupils in junior and senior high school.

First award: *It's Your World*, Indiana School of the Sky, Indiana U. Radio & Tv Service; honorable mention: *Getting and Spending*, also Indiana School of the Sky, and *Portraits for Today*, also Indiana School of the Sky.

## KNX-KNXT (TV) Cited by AP For State Honors in California

The California AP Television-Radio Assn. award for overall general excellence in news presentation this year went to KNX-KNXT (TV) Los Angeles. This was the top award of 79 conferred at the association's annual meeting in Sacramento May 10.

KPRL Paso Robles and KSCO Santa Cruz took certificates of excellence in the AP news origination category.

Other awards included:

Excellence in news programs — KABC Los Angeles, KWIP Merced, KNXT and KBET Sacramento.

Excellence in farm programs — KNX, KWIP and KBET.

Excellence in sports programs — KCBS San Francisco, KNX, KCAL Redlands and KABC-TV Los Angeles.

Excellence in special events — KNX, KACE Riverside, KTTV (TV) Los Angeles.

Excellence in documentary — KNX, KACE, KNXT, and KBET Sacramento.

Excellence in commentary—KPOL Los Angeles, KWKW Pasadena and KTTV.

## WMIX, WBBM Dominate Roster Of Illinois AP Assn. Awards

Awards of the Illinois AP Radio Assn., given at the organization's spring meeting, were dominated by WMIX Mount Vernon in the non-metropolitan division and WBBM Chicago among metropolitan stations. WMIX took two first places and WBBM three.

Non-metropolitan stations named best in class:

Local news show, WMIX; local farm show, WMIX; local special events coverage, WTVH (TV) Peoria; documentary, WTAX Springfield; editorial or commentary, WLPO La Salle, and general excellence of new presentation, WSOY Decatur.

Metropolitan winners:

Local news show, WMAQ Chicago; local farm show, WBBM; local sports show, WBBM; documentary, WBBM-TV Chicago; editorial or commentary, WMAQ, and general excellence of news presentation, WBBM-AM-TV.

WCMY Ottawa took a special certificate for outstanding cooperation in supplying news stories and tips to the AP.

The association also elected officers at the meeting held concurrently with the Illinois News Broadcasters Assn. meeting at the U. of Illinois May 10-11.


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‡ Pulse, Jan., 1958
§ Nielsen, NCS #2

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## PROGRAMS & PROMOTIONS

### 'Country America' Celebrates

Female principals of KABC-TV Los Angeles' country-western music show, *Country America* (Sat., 7-8 p.m. PST), delivered 20 picnic baskets to local newspaper-magazine executives on the show's first anniversary May 1. The baskets contained products of *Country's* sponsors wrapped in checkered cloths topped off with a country-style straw hat.

### RAB Details Radio-Movie Tie In

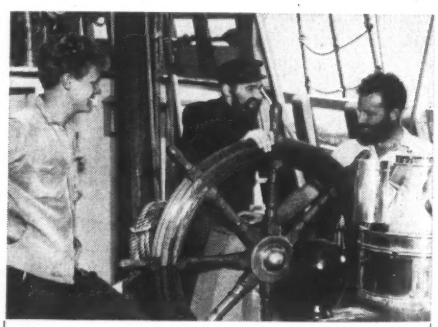
Radio Advertising Bureau currently is distributing to members a five-page bulletin to stimulate campaigns by local movie exhibitors as tie ins with national movie promotion. The bulletin aims to "educate" stations to problems faced by movie exhibitors, equip members with advertising and promotional ideas as well as "how-to" tips on creating various types of commercials for specific movies; acquaint stations with the Council of Motion Picture Organizations Inc.-Motion Pictures Assn. of America national promotion campaign, and supply exhibitors with case histories from RAB files on successful use of radio for movie advertising.

### WIP Tapes It All Day and Night

Everything that goes over the air on WIP Philadelphia is recorded on tape also, according to a recent announcement from the station. The tape project, made possible by a special SoundScriber recorder which can store 24 hours of playing time on one five-inch reel of tape, has "benefits and advantages . . . [which] far outweigh the expense involved," according to Benedict Gimbel Jr., WIP president and general manager.

### Color Comes to Ark.-La.-Tex.

The colorcasting of a style show from a Shreveport, La., department store April 25 by KTBS-TV there reportedly was the first live color show in the area. The broadcast, lasting 45 minutes, was carried through remote facilities.



**MAYFLOWER II,** in port at Washington, D. C., through mid-June, was visited by WTTG (TV) Washington's Cap'n Tugg (c). He presents the station's *Popeye* series from aboard the studio ship, *Channel Queen* (Mon.-Fri. 6:30-7 p.m.) and is pictured here with members of *Mayflower's* crew.

## KCOP (TV) To Take Up Doerfer's 'Start Editorializing' Plea

Responding to the plea of FCC Chairman John C. Doerfer for stations to voice their views on questions of importance [LEAD STORY, May 5], KCOP (TV) Los Angeles last week announced that within a month it will start editorializing. It is the first of the city's seven tv stations to take such a position. (KMPC Los Angeles also is currently editorializing.)

In making the announcement, Kenyon Brown, KCOP president, said that the station's "policy will be to deal principally with local issues not guided by partisan principles." Community interest will be the determining factor in the selection of editorial topics, he stated. "Our editorials will not be applied to those subjects which do not stimulate conscientious debate. We accept the FCC's encouragement to develop editorials that provoke adult interest—pro and con."

## Gardner Introduces Media Staff

A pocket-size booklet explaining "Who's Who in the Media Dept." is being distributed by Gardner Adv. Co., St. Louis, to media representatives throughout the country. The booklet lists Gardner clients, media supervisors assigned to overall media supervision of specific accounts and various timebuyers —all designed to apprise media representatives of "who's the best person for you to see" and to save time of media and agency representatives in personal contacts.

Says Robert R. Riemenschneider, the agency's media director: "While it is naturally our policy to encourage appointments, we are aware of the problems of the media representative, and we recognize that his time is just as important as ours." Under Gardner policy, media supervisors work with time, space and outdoor buyers on specific media recommendations, and coordinate marketing information and media plans with client and agency personnel.

## KMOX-TV Books Army Footage

KMOX-TV St. Louis soon will begin programming filmed interviews with area soldiers overseas. The footage is being secured, Leon Drew (KMOX-TV program director) announced, through the cooperation of Capt. Joseph D'Amico, public information officer for the 11th Army Corps (Missouri-Illinois). The CBS-owned station thus reportedly becomes one of the first in the country to take advantage of a new Army service. The Army is shooting 90-second interviews overseas with men doing jobs considered interesting or outstanding, KMOX-TV explains.

## XEG Marathon Scores Communism

Sen. James O. Eastland (D-Miss.), Maj. Gen. Charles A. Willoughby, former FBI-man Dan Smoot and *Sword of the Lord* editor Dr. John R. Rice, participated in an eight hour spectacular April 25 on XEG Monterrey, Mexico, which was beamed to the U. S. The marathon was titled "Communism Shall Not Win" and was sponsored by evangelist Billy James Hargis through White Advertising Agency of Tulsa, according to the agency's president, Pete White.

This special XEG program was held in connection with the current fund-raising campaign for the sixth annual "Bible Balloon Project," in which portions of the Bible are floated by balloons into Iron Curtain countries.

### POPULACE POLLED

Chattanooga is most proud of Lookout Mountain. Chattanooga's scenery, beauty and tourist attractions are what its people boast about when they travel. This was the prize-winning reply in a contest which grew out of a request by Bruce Chapman, Mutual's *Answer Man*, that WAGC Chattanooga General Manager John Sanders fill him in on the city for an upcoming program.

Mr. Sanders and Tom Boylan, manager of the Chattanooga Convention and Visitors Bureau, decided to pass the questions on to the people via WAGC. A five-week "saturation" of daily announcements over the station followed. The resulting "hundreds of letters" required two weeks of reading by the Visitors Bureau which narrowed the field to approximately a dozen which were submitted to the judges.

First prize consisted of an expense-free trip for four to a Florida resort. All contestants received free passes to the city's leading scenic and historic attractions.

## WALT Buys the Champagne

WALT Tampa, Fla., delivered magnums of champagne to local advertising agencies recently to celebrate the winning of three "major" national awards. The station won first place for audience promotion in 1957 and second place for sales promotion in an annual competition sponsored by a national magazine. WALT also reported that it was notified by the National Safety Council that it was one of four Florida radio stations to receive the NSC's plaque for outstanding public service broadcasting in 1957.

## WSAI Praised for News Beat

An editorial campaign on WSAI-AM-FM Cincinnati was considered responsible by the stations in getting permission to carry the full hearings of a committee that had previously been announced as being held *in camera*.

The killing of a fleeing Negro boy by Cincinnati police was branded excessive brutality by the National Assn. for the Advancement of Colored People and the city set up a committee to examine the charges. WSAI-FM broadcast the hearings without comment; taped highlights were aired on WSAI-AM by newscaster Al Schottelkotte in the evening.

Under the two column head "WSAI Is Praised for News Beat," the *Cincinnati Enquirer* reported that the stations "gave listeners an objective report on which they could base their own conclusions."

## NBC-TV Focuses on '600 School'

NBC-TV will present a special filmed documentary May 25 (6:30-7:30 p.m.) on the *600 School*, set up in New York to handle "difficult or problem" children. At Brooklyn Public School 613, Chet Huntley and reporter William Hill will interview two of the boys, a parent and members of the school administration, and will show classroom and other activities.

## CHUM Airs Weekend Holiday Hints

CHUM Toronto, Ont., is airing a weekend travel format *Holiday With CHUM*, that starts at 4 p.m. Friday and continues at various times till midnight Sunday. The programming includes special road reports, data on fishing and hunting, weather forecasts, safety messages and traffic reports from some 400 stations throughout the Ontario area. *Holiday* also carries special highway information from the Toronto police department, travel tips, news about special events in southern Ontario, and special messages from government officials. The program is sponsored by a gasoline chain and a bakery.

## LOYALTY TEST

Can a radio show stay off the air three months and keep audience and accounts intact? Tom McCarthy, Cincinnati radio personality for 20 years, kept both on the string from Jan. 30, when he resigned from WCPO Cincinnati, until April 28, when morning broadcasts from his farm resumed over WNOP Newport, Ky.

Less than a week after leaving WCOP, the commentator bought space for a Tom McCarthy shoppers' column in the *Cincinnati Post*. The column included advertisements by old radio sponsors who followed him into print. At the same time Mr. McCarthy recorded announcements and bought spots on Cincinnati stations WKRC and WSAI, telling listeners to look for him twice weekly on the radio page of the *Post*. In the column he kept readers posted about life on his 300-acre farm, site of his radio show for eight years.

With the column established, Mr. McCarthy went on to sign with WNOP across the Ohio River from Cincinnati to resume broadcasts to the Ohio Valley audience from his farmhouse. In the weeks between the time the new radio contract was announced and the time he went on the air, Mr. McCarthy's column promoted his new radio address at WNOP. On April 28, he resumed his two-hour front-porch broadcasts, with some of the same sponsors, and on April 30 the shoppers' column was laid to rest.

Mr. McCarthy, a former columnist for the old *Washington Post*, joined WCOP in 1938, moving to WKRC in 1942 and back to WCPO in 1956. His resignation this year followed the station's adoption of a new programming formula.

### Veterinary Surgery on KWSC

Some 250 veterinarians watched surgical operations on animals over closed-circuit tv on KWSC Pullman, Wash., the State College of Washington's educational station. The occasion was the annual Spring Conference for Veterinarians and the fourth consecutive year that KWSC has used its cameras to show the conferees close ups of surgical techniques. The demonstration, running for more than four hours, was directed by Cal Watson, the college's radio-tv services production manager; several of his class members helped produce the show.

### WBBM-TV Tells of Public Service

Broadcasts "in the public interest, convenience and necessity"—that's the theme of a new booklet being circulated by WBBM-TV Chicago, calling attention to its community service efforts during 1957. According to the station, it carried some 1,239 programs, 307 partial program features and 6,843 announcements, totaling nearly 300 hours and valued at $2,406,949.69 last year. Public service activity encompassed several areas, including education, religion, government, agriculture, public welfare, national security, charities, civil defense, public safety and the various cultural arts. Among the programs cited: *Orbit, Chicago Report, The Lord's Staff, Camera Two, The Friendship Show, I'd Like to Be, Farm Daily, This Way Up, Operation New Horizon* and *Vision.*

### KITO's Klaas on 'Rough' Job

A month's vacation has been granted to Joe Klaas, merchandising-sales director, KITO San Bernadino, Calif., so that he can search for four beautiful girls in Louisiana. The assignment is in connection with the filming of Mr. Klaas' book *Maybe I'm Dead* [PEOPLE, Nov. 11, 1957] that is currently at the 200,000 sales mark. The girls he selects will be considered for roles in the movie of the book and three other pictures. Mr. Klaas flew from Hollywood to New Orleans yesterday (Sunday) in a plane placed at his disposal by Mardi Gras Productions, Beverly Hills, Calif. Movie-tv stars James Whitmore, Robert Culp and Robert Ryan are recording appeals for girls with movie aspirations to come forward. The recording will be aired on various Louisiana stations.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### WPTR Helps Preserve 1,000 Jobs

A vigorous editorial campaign by WPTR Albany, N. Y., is credited by the station with having saved the jobs of about 1,000 workers at the Naval Supply Depot in Scotia, N. Y. The Navy was in the process of shutting down the depot when WPTR, over the past several months, broadcast a series of daily one-minute editorials, pointing up the need for the depot in the Albany-Schenectady area. The Navy subsequently rescinded its order. Local 907, National Federation of Federal Employes thanked the station and reportedly commented, "We had not realized until the campaign the impact and power of radio in contrast to the printed word as a medium of communication."

### KINSfolk Tour Town in Caravan

A KINSland Caravan was organized by KINS Eureka, Calif., May 3 to publicize its change of call letters from KHUM [STATIONS, May 5]. The caravan, consisting of the station's disc jockeys and a band leading a bevy of bathing beauties, toured KINS coverage area giving away gifts.

### CBC Film to be Shown at Brussels

A half-hour documentary film program on the Peace River country of western Canada has been prepared by the Canadian Broadcasting Corp., for showing on the Belgian national television system, Institut National Belge de Television. Commentary will be in French and Flemish. The film is to be televised in Belgium on August 25, the day set to honor Canada at the Brussels Universal and International Exhibition.

### WAQE Program 'Unique Sound'

WAQE Towson, Md., formerly WTOW, conducted a heavy promotion and direct mail campaign when it changed call letters and format. The outlet is programming a sound "which features a well-balanced variety of standard and popular music with no rock 'n' roll." Intense local and world news coverage is also part of the station's new sound, it was noted. The station's slogan: "Wide-A WAQE."

### WBAI (FM) Presents 'Alice'

A special three-hour presentation of Lews Carroll's classic, *Alice In Wonderland,* was carried over WBAI (FM) New York May 10 (1-4 p.m. EST). It was read and sung by actor Cyril Ritchard, with an original music score by Alec Wilder played by the New York Woodwind Quintet.

### Piscatorial Promotion From KNX

The opening of the fishing season is observed by KNX Los Angeles by tagging 20 trout in a local lake with the station's call letters. Fishermen who snag the marked fish are awarded a new fishing rod, reel and accessories. The station reports two trout already have been caught.

## KMLA (FM) Answers Fm Skeptics

FM time salesmen, after years of trying to prove that anyone who owns an fm set uses it, now have to contend with the argument that "well, maybe people do tune in fm but only for background music—no one really listens to it." For such skeptics, KMLA (FM) Los Angeles found an answer. One 30-second announcement offering program information for *Scores and Encores* (melodies of top Broadway musicals) pulled 172 requests in less than a week. The mailing list for advance *Scores and Encores* information reportedly tops 800 families in over 100 Southern California communities.

## 'Word of Life' Set for Garden

Mutual's *Word of Life Hour* (Sat., 7:30-8 p.m.) celebrates its 18th anniversary on the air June 7 with a special program at a rally in Madison Square Garden. Originated by lay preacher Jack Wyrtzen in 1939, the program is inspirational in content and aimed at the youth of America. The sponsor is Word of Life Fellowship, New York, with Walter F. Bennett Co., Philadelphia, the agency.

## Jones Issues List of Stations

Vane A. Jones Co., Indianapolis, is offering stations bulk shipments of its new quarterly publication *Jones North American AM-FM Radio-Tv Station Listings*. The publication lists more than 5,000 stations in the U. S. and possessions, Canada, Cuba, Mexico and the West Indies. The back cover is blank so that stations may overprint their program schedule or other local information. Single copy: 50 cents; 50 copies: $16.50; 100: $30; 1,000: $250.

## Danish Debuts on KRHM (FM)

Tuborg Breweries Ltd., Copenhagen, Denmark, made its broadcast debut last week by assuming sponsorship of *Around the World in Hi-Fi* on KRHM (FM) Los Angeles, Wed.-Sun., 6-7 p.m. To herald the five-hours-a-week account, KRHM is broadcasting all of its station breaks in Danish for a full week. Frank Evans, host of the program, and Paul Skjoldborg, special Los Angeles representative of the Danish brewery, have cut special station promotion spots. Business was placed by Erwin Wasey, Ruthrauff and Ryan, N. Y.

### QUID PRO QUO

The cultural exchanges in the news gave KING Seattle and CKWX Vancouver, B. C., an idea to get international publicity for civic events in their areas. Disc jockeys Jim French (KING) and Bill Davis (CKWX) each crossed the border to swap stations and shows for three days. Mr. French promoted Seattle's Seafair (built around the Gold Cup hydroplane races) from behind CKWX's turntables, while Mr. Davis plugged British Columbia's 12-month centennial celebrations on Mr. French's *KING's Open House*.

**HARRY S. TRUMAN'S** daily walk was interrupted one morning during his visit to Yale U. by "Happy," WNHC-TV New Haven's clown. Happy, who is seen on the station Monday-Friday, 10 a.m., gave the ex-President some toys for his grandson, Clifton Daniel.

## On-Air Plugs Save Philly Fair

Philadelphia's radio-tv stations last week staged a combined public service effort to help the City Fair recover from being a washout.

Four days of continual rain had considerably dampened the city's effort at honoring its 28,000 employes (in whose honor the fair is given), so Philadelphia's Div. of Public Information invited all 17 radio-tv outlets—including fm and non-commercial—to an emergency meeting. It was decided to continue the fair into the following week and the stations agreed to promote the event to the hilt. Personalities from the stations also promised to appear at the fair.

The Div. of Pubic Information reports that city officials are so pleased at the interest shown in the fair following the broadcasters' plugs that they plan to use the medium extensively again next year.

## WMGM Renames Great White Way

Times Square, New York City, was changed (temporarily) to Happiness Exchange Square by WMGM there as part of the celebrations for Big Joe Rosenfield's ninth anniversary on the air. Mr. Rosenfield, whose *Happiness Exchange* is heard on WMGM midnight-3 a.m., was assisted at the renaming ceremony by playwrights Howard Lindsay and Russel Crouse.

## How Not to Be a Sucker—WJBK-TV

Local tie-ins with the rackets exposed on WJBK-TV Detroit's *Racket Squad* are given by William J. Hathaway, assistant prosecuting attorney for Wayne County. At the end of each Monday, Wednesday and Friday show he appears for 90 seconds live to cite a similar local case and point out how to avoid becoming involved.

## KABC Contest 'Mystifies'

A "Mystery Voice" contest on KABC Los Angeles got underway last week with entrants required to identify a mystery voice and tell in 25 words or less why the listener "has switched to KABC for . . . radio entertainment." The first prize in the contest, to run through May 19, will be a two-week Hawaiian vacation, including a cruise to the islands aboard the *S. S. Lelani* and other features.

## More 'Victory' Music Coming

A second volume of Richard Rodgers' music originally scored for *Victory at Sea*, tv film series distributed by Victory Program Sales Div. of California National Productions, will be issued this September by RCA Victor. The first volume, recorded by Robert Russell Bennett with the NBC symphony orchestra, was a best seller. Mr. Bennett will record other sections from the scoring of the 26-episode series for the second volume.

## Tv Goes Into Baltimore Court

Television coverage of a federal court proceeding was permitted for the first time in Baltimore May 1 when WMAR-TV that city recorded the entire proceedings in connection with observance of "Law Day, U. S. A." Forty-five new citizens were naturalized.


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# Station Authorizations, Applications

*As Compiled by BROADCASTING*

**May 8 through May 14**

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.***

**Abbreviations:**

**DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.**

## New Tv Stations

### ACTION BY FCC

**Portland, Ore.—Trans-Video Co. of Oregon**—Granted ch. 27 (548-554 mc) ERP 19.2 kw vis., 10.4 kw aur.; ant. height above average terrain 1,000 ft, above ground 229.4 ft. Estimated construction cost $47,270, first year operating cost $96,250, revenue $110,000. P. O. address 1220 S. W. Stark St., Portland 5, Ore Studio and trans location Portland, Ore. Geographic coordinates 45° 30′ 00″ N. Lat., 122° 42′ 30″ W. Long. Trans. RCA, ant. GE Legal counsel C. E. Wheelock, Portland, Ore. Consulting engineer Wally Matson, Portland, Ore. Owners are **Wallace J. Matson** (55.5%) and others. Mr. Matson, electrical engineer, also has real estate interests Announced May 8.

### APPLICATIONS

**Clearwater, Fla.—West Coast Telecasting Corp.,** uhf ch. 32 (578-584 mc); ERP 8.93 kw vis., 5.12 kw aur.; ant. height above average terrain 282.7 ft., above ground 297.15 ft. Estimated construction cost $130,534, first year operating cost $60,000, revenue $75,000. P. O. address 26 Manson Arcade Bldg., Clearwater. Studio-trans. location 121 N. Osceola Ave. Geographic coordinates 27° 58′ 00″ N. Lat., 82° 48′ 04″ W. Long. Trans-ant. GE. Legal counsel Maurice Barnes, Washington. Consulting engineer John Mullaney, Washington. Thus far there are 11 stockholders owning total of 50%. Announced May 9.

**Waycross, Ga.—State Board of Education,*** vhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1032 ft., above ground 1086 ft. Estimated construction cost $418,000, first year operating cost $82,000. P. O. address Room 219, State Office Bldg., Atlanta. Studio location 1007 Mary St., Waycross. Trans. location 2.5 miles S. of Hasty, in Waresboro. Geographic coordinates 31° 13′ 12″ N. Lat., 82° 34′ 26″ W. Long. Trans.-ant. RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Announced May 8.

## Existing Tv Stations

### CALL LETTERS ASSIGNED

**KEZY (TV) San Diego, Calif.—Sherrill Corwin,** ch. 27.

**KSMP-TV Minneapolis, Minn.—United Television Inc.,** ch. 9. Changed from KSMP (TV), effective May 13.

**WSOK-TV Cincinnati, Ohio—Robert Rounsaville,** ch. 54. Changed from WQXN-TV, effective May 1.

## Translators

### ACTIONS BY FCC

**Mohave County Board of Supervisors, Chloride and Big Sandy Valley-Hualpai Mt. Park, Ariz.**—Granted cps for two new tv translator stations; one on ch. 74 to translate programs of **KLRJ-TV** (ch. 2), **Henderson, Nev.,** and other on ch. 75 to translate programs of **KTVK** (ch. 3), **Phoenix.** Announced May 8.

**Canby T. V. Club, Canby, Calif.**—Granted cp for new tv translator station on ch. 76 to translate programs of **KVIP-TV** (ch. 7), **Redding.** Announced May 8.

**Conewango Valley Tele., Inc., North Warren, Pa.**—Granted cp for new tv translator station on ch. 74 to translate programs of **WJAC-TV** (ch. 6), **Johnstown.** Announced May 8.

## New Am Stations

### ACTIONS BY FCC

**Claxton, Ga.—Evans County Bcstg. Co.**—Granted 1470 kc, 1 kw D. P. O. address 705 Second St., Vidalia, Ga. Estimated construction cost $10,921, first year operating cost $36,000, revenue $42,000. **Howard Gilreath,** sole owner, is manager, **WVOP Vidalia.** Announced May 9.

**Albany, Ky.—Albany Bcstg. Co.**—Granted 1390 kc, 1 kw D. P. O. address % Cecil Speck, Albany. Estimated construction cost $12,666, first year operating cost $36,000, revenue $48,000. Equal partners are **Wallace Allred** and **Cecil Speck,** who have theatre interests. Announced May 8.

**Clare, Mich.—Gateway to the North Bcstg. Corp.**—Granted 990 kc, 250 w unl. P. O. address % **John E. Cobb,** 436 W. Fifth St., Clare. Estimated construction cost $13,385, first year operating cost $33,000, revenue $43,000. Principals are ⅓ owners, Mr. Cobb, local furniture store employe, and **Dan** and **Genevieve McDonald,** operators of automobile sales-service firm. Announced May 8.

**Babylon, N. Y.—WGLI Inc.**—Granted 1290 kc, 1 kw unl. P. O. address Livingston at Madison Ave., Babylon. Estimated construction cost $54,512, first year operating cost $58,000, revenue $78,000. Principals are: Pres. **William H. Reuman** (30%), president of **WWRL-AM-FM Woodside, N. R.**; vice pres. **Benton R. Bartlett** (10%), WWRL chief engineer; Treas. **Fred Barr** (30%), WWRL program manager, and Secy. **Edith Dick** (30%), executive secy. of WWRL. Announced May 8.

**Farmville, N. C.—Atlantic Bcstg Corp.**—Granted 1050 kc, 250 w D. P. O. address % **Bert M. Montague,** Box 1841, Raleigh, N. C. Estimated construction cost $20,496, first year operating cost $26,500, revenue $31,500. Mr. Montague, assistant to Chief Justice of Supreme Court of North Carolina, **J. A. Raines,** stockholder **WCDJ Edenton, N. C.,** and **Ray A. Childers,** president WCDJ, are equal partners. Announced May 8.

**Murphy, N. C.—James Childress**—Granted 1390 kc, 1 kw D. P.O. address 34 Maxwell St., Asheville, N. C. Estimated construction cost $11,761, first year operating cost $30,000, revenue $42,000. Sole owner **Childress** also owns 25% of **WMSJ Sylva, N. C.** Announced May 9.

**Lorain, Ohio—Sanford A. Schafitz**—Granted 1380 kc, 500 w daytime. P. O. address Box 150, Farrell, Pa. Estimated construction cost $11,650, first year operating cost $36,000, revenue $40,000. Mr. Schafitz is owner **WFAR Farrell, Pa.** Announced May 8.

### APPLICATIONS

**Denver, Colo.—Robert Cahill** 1470 kc, 1 kw D. P. O. address 350 Sansome St., San Francisco. Estimated construction cost $53,149, first year operating cost $54,000, revenue $65,000. Sole owner Cahill, construction executive, also has applied for new am cp in **Gatesville, Tex.** Announced May 14.

**Miami, Fla.—Continental Telecasting Corp.** 860 kc, 1 kw D. P. O. address 1050 Montecito Dr., Los Angeles. Estimated construction cost $30,474, first year operating cost $75,000, revenue $90,000. Applicant, licensee of **KRKD-AM-FM Los Angeles,** is owned by **Albert Zugsmith** (56.4%) and others. Mr. Zugsmith's other broadcast interests: **KVSM San Mateo, Calif.** (37.5%); **KBMI Henderson, Nev.** (17½%); **WREX-TV Rockford, Ill.** (25%), and **KULA-AM-TV Honolulu** (25%). Announced May 8.

**Bellefonte, Pa.—Bald Eagle-Nittany Bcstrs.** 1390 kc, 500 w D. P. O. address Box 888, State College, Pa. Estimated construction cost $14,940, first year operating cost $36,000, revenue $40,000. Owners are **W. K. Ulerich** (60%) and others. Mr. Ulerich owns 38% of **WMAJ State College, Pa.,** and 21% of **Progressive Publishing Co.,** which is licensee of **WCPA Clearfield, Pa.** and **WJCM Sebring, Fla.** Announced May 9.

**State College, Pa.—Suburban Bcstg. Corp.** 1390 kc, 500 w D. P. O. address 4201 Jefferson St., Hyattsville, Md. Estimated construction cost $18,173, first year operating cost $36,000, revenue $48,000. **Leon Pamphilon,** employe of U. S. Government, will own approximately 53%. Announced May 14.

**Shelbyville, Tenn.—Bedford County Bcstg. Co.** 1580 kc, 1 kw D. P. O. address Box 18, Pleasant Hill, Tenn. Estimated construction cost $19,722, first year operating cost $25,000, revenue $29,000. **Mrs. Juanita Cunningham,** sole owner, formerly assisted with her now deceased husband's lumber business. Announced May 14.

**White River Junction, Vt.—White River Enterprises Inc.** 910 kc, 1 kw D. P. O. address % Alfred Guarino. Estimated construction cost $18,336, first year operating cost $27,000, revenue $35,000. Owners are **Mr.** and **Mrs. DuRay Smith Jr.** (each 25%) and **Mr.** and **Mrs. Philip Smith Jr.** (24½% each). The former are retired. Philip Smith is announcer- program director, **WTSV Claremont, N. H.** Announced May 14.

### FCC's TIME TO REST

August is a sabbatical month at the FCC. "As has been its practice of the past several years," the Commission announced, there will be no hearings or oral arguments during August, with the exception of one meeting at a date yet to be determined. Different commissioners will be present during summer's warmest month to keep the agency's machinery oiled, but the recess will still stand, said the FCC, as a "convenience to vacation and other planning by those who do business with the Commission."

## Existing Am Stations

### ACTIONS BY FCC

**WGWC Selma, Ala.**—Granted change from unl. time to specified hours. Announced May 8.

**WICC Bridgeport, Conn.**—Designated for hearing application to increase power on 600 kc from 500 w, 1 kw-LS, DA-2, to 1 kw, 5 kw-LS, DA-2, with change in DA pattern; made **WEEI Boston, Mass.**, party to proceeding. Announced May 8.

**WKIC Hazard, Ky.**—Granted change of facilities from 1430 kc, 1 kw D, to 1390 kc, 5 kw D; remote control permitted. Announced May 8.

**WFGM Fitchburg, Mass.**—Granted change of facilities from 1580 kc, 1 kw D, to 960 kc, 1 kw DA-2 unl.; engineering conditions. Announced May 8.

**WGUY Bangor, Me.**—By letter, denied request for waiver of Sec. 1.354 (h). Announced May 8.

**WJMB Brookhaven, Miss.**—Granted change from unl. time to specified hours. Announced May 8.

**WORD Spartanburg, S. C.**—Is being advised that application for transfer of control to **WMRC Inc.**, indicates necessity of hearing. Announced May 8.

**KIWW San Antonio, Tex.**—Granted change of facilities from 1540 kc, 250 w D, to 1310 kc, 5 kw DA-D; engineering conditions. Announced May 8.

### APPLICATIONS

**KDAY Santa Monica, Calif.**—Mod. of cp (auth. increase in power, install DA-D and new trans.) to make changes in direction ant. pattern. Announced May 14.

**WLSI Pikeville, Ky.**—Cp to increase power from 1 kw to 5 kw and install new trans. Announced May 8.

**WHLM Bloomsburg, Pa.**—Cp to increase power from 500 w to 1 kw and make changes in daytime directional ant. pattern. Announced May 14.

**WLAT Conway, S. C.**—Cp to increase power to 5 kw and install new trans. Announced May 13.

**KVEL Vernal, Utah**—Cp to change frequency from 1250 kc to 790 kc; make changes in ant. (increase height) and changes in ground system. Announced May 14.

## New Fm Stations

### ACTIONS BY FCC

**San Francisco, Calif.—RKO Teleradio Pictures Inc.**—Granted 106.1 mc 71 kw unl. P. O. address 1313 North Vine St., Hollywood 28, Calif. Estimated construction cost $53,772, first year operating cost $13,050, revenue none. **RKO Teleradio Pictures Inc.**, also owns **WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis, Tenn.**, and **WGMS-AM-FM Washington, D. C.** RKO Teleradio also owns **Don Lee** and **Yankee Networks.** Announced May 8.

**Haverhill, Mass.—WHAV Bcstg. Co. Inc.**—Granted 92.5 mc, 20 kw unl. P. O. address 30 How St., Haverhill. Estimated construction cost $13,795, first year operating cost $2,000, revenue $5,000. Applicant is also licensee of **WHAV Haverhill.** Announced May 8.

**Austin, Tex.—University of Texas***—Granted 90.7 mc, 4.1 kw. P. O. address Box 8038, Austin. Announced May 8.

### APPLICATIONS

**Athens, Ala.—Athens Bcstg. Co. Inc.**, 104.3 mc, 1.056 kw. P. O. address Box 386, Athens. Estimated construction cost $7,206, first year operating cost $4,200, revenue $4,500. Applicant is licensee of **WJMW Athens.** Announced May 14.

**San Mateo, Calif.—San Mateo Bcstg. Co.**, 107.7 mc, 3.44 kw. P. O. address 517 Vista Del Mar Dr., Aptos, Calif. Estimated construction cost $12,200, first year operating cost $23,600, revenue $24,000. Sole owner **Grant Wrathall** and his family own **KSAY San Francisco.** Announced May 8.

**Lancaster, Ohio—Hocking Valley Bcstg. Corp.**, 95.5 mc, 15.9 kw. P. O. address % **WHOK Lancaster.** Estimated construction cost $22,000, first year operating cost $17,295, revenue $24,018. Applicant is licensee of WHOK Lancaster. Announced May 14.

**Lubbock, Tex.—Jack Blankenship**, 96.3 mc, 3.59 kw. P. O. address 503 Great Plains Life Inc. Bldg., Lubbock. Estimated construction cost $13,245, first year operating cost $15,000, revenue $15,000. Sole owner Blankenship is in commercial music and radio paging. Announced May 14.

## Existing Fm Stations

### CALL LETTERS ASSIGNED

**KBIQ (FM) Los Angeles, Calif.—KPLA Inc.**, 104.3 mc. Changed from KPLA (FM).

**KAJS (FM) Newport Beach, Calif.—Arnold Stone**, 103.1 mc.

**KVFM (FM) San Fernando, Calif.—Valley Fm Bcstg. Co.**, 94.3 mc.

**WGHJ-FM Lawrence, Mass.—Lawrence Bcstg. Co.**, 93.7 mc. Changed from WCCM-FM.

**KFMQ (FM) Lincoln, Neb.—Herbert Burton**, 95.3 mc.

**WYNS (FM) Youngstown, Ohio—Myron Jones**, 101.1 mc.

**WPEL-FM Montrose, Pa.—Montrose Bcstg. Corp.**, 96.5 mc.

## Ownership Changes

### ACTIONS BY FCC

**KTKN Ketchikan, Alaska**—Granted assignment of license to **Midnight Sun Bcstg. Co. (KABI Ketchikan, KFAR-AM-TV Fairbanks,** and **KENI-AM-TV Anchorage**; consideration $50,000; conditioned that assignment not be consummated until assignee has disposed of KABI. Announced May 8.

**KRUX Glendale, Ariz.**—Granted assignment of license to **Don G. and Otilie Owsley**; consideration $200,000. Announced May 8.


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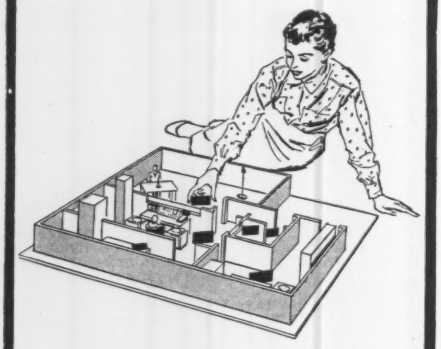

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## COMMERCIAL STATION BOXSCORE

*As Reported by FCC through April 30*

| | AM | FM | TV |
|---|---|---|---|
| LICENSED (all on air) | 3,196 | 521 | 415[1] |
| CPs ON AIR (new stations) | 43 | 19 | 96[2] |
| CPs NOT ON AIR (new stations) | 82 | 80 | 106 |
| TOTAL AUTHORIZED STATIONS | 3,321 | 620 | 661 |
| APPLICATIONS FOR NEW STATIONS (not in hearing) | 430 | 46 | 74 |
| APPLICATIONS FOR NEW STATIONS (in hearing) | 107 | 14 | 54 |
| TOTAL APPLICATIONS FOR NEW STATIONS | 537 | 60 | 128 |
| APPLICATIONS FOR MAJOR CHANGES (not in hearing) | 252 | 22 | 41 |
| APPLICATIONS FOR MAJOR CHANGES (in hearing) | 34 | 0 | 14 |
| TOTAL APPLICATIONS FOR MAJOR CHANGES | 286 | 22 | 55 |
| LICENSES DELETED | 0 | 2 | 0 |
| CPs DELETED | 1 | 1 | 3 |

## SUMMARY OF STATUS OF AM, FM, TV

*Compiled by BROADCASTING through May 14*

| | ON AIR | | CP | TOTAL APPLICATIONS |
|---|---|---|---|---|
| | Lic. | Cps | Not on air | For new stations |
| AM | 3,196 | 48 | 84 | 548 |
| FM | 521 | 21 | 82 | 66 |
| TV (Commercial) | 415[1] | 96[2] | 107 | 129 |

## OPERATING TELEVISION STATIONS

*Compiled by BROADCASTING through May 14*

| | VHF | UHF | TOTAL |
|---|---|---|---|
| COMMERCIAL | 425 | 86 | 511[3] |
| NON-COMMERCIAL | 24 | 7 | 31[4] |

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

**KFPW Fort Smith, Ark.**—Granted assignment of license to **George T. Hernreich**; consideration $75,000. Announced May 8.

**KOWL Bijou, Calif.**—Granted assignment of license to **Tahoe Bcstrs. Inc. (Ed J. Frech,** president, and another stockholder, have minority interests in **KFRE-AM-FM-TV Fresno**); consideration $41,453. Announced May 8.

**KEAP Fresno, Calif.**—Granted assignment of license from **B. L. Golden** to **KEAP Bcstg. Co. Inc. (Herbert J. Edelman,** president; subscriber **Howard L. Tullis** has interest in **KAFY Bakersfield** and **KFXM San Bernardino,** and **Mortimer W. Hall** owns **KLAC Los Angeles**); consideration $150,000. Announced May 8.

**WBIL Leesburg, Fla.**—Granted acquisition of positive control by **Duane F. McConnell** (now ⅓ owner) through purchase of additional ⅓ interest from **Clyde T. Hodgson**; consideration $4,000. Announced May 8.

**WAHR-AM-FM Miami, Fla.**—Granted assignment of licenses from **Alan H.** and **Yvette Rosenson** to **Community Service Bcstrs. Inc. (Fred L. Bernstein,** president); consideration $150,000. Comr. Lee dissented. Announced May 8.

**WFOM Marietta, Ga.**—Granted assignment of license from **Fred B. Wilson** and **Albert L. Jones** to **Woofum Inc.** (Mr. Jones sole stockholder); consideration $95,000 for Mr. Wilson's ⅔ interest, also Mr. Jones to pay $15,000 to assignee corporation. Announced May 8.

**KCLN Clinton, Iowa**—Granted transfer of control from **John R. Livingston, Errett G. Zendt** and **Kenneth M. Parker** to **Rock River Bcstg. Co. (W. E. Walker,** president, has interest in **WMAM** and **WMBV-TV Marinette, Wis.; WBEV Beaver Dam, Wis.,** and other stockholders have various radio interests); consideration $600 for 75%, plus agreement to pay Mr. Livingston, as trustee for shareholders of licensee corporation, $15,000 for liabilities. Announced May 8.

**WAIN Columbia, Ky.**—Granted acquisition of positive control by **S. C. Bybee** (now 49% owner) through purchase of additional 1.7% interests from **Roy Stotts** for $600. Announced May 8.

**KENT Shreveport, La.**—Granted assignment of license to **Radio Shreveport Inc. (Troy Kaichen** sole stock owner); consideration $110,000 and assignor to be employed for five years as consultant for $50,000. Announced May 8.

**WKBX Corinth, Miss.**—Granted assignment of license to **Rebel Radio Inc. (C. H. Quick,** president, has interest in **WSUH Oxford, Miss.**); consideration $50,000. Announced May 8.

**WAZF Yazoo City, Miss.**—Granted transfer of control from **E. O. Roden, W. I. Dove** and **G. A. Pribbenow** to **David B. Highbaugh**; consideration $125,000. Comr. Lee dissented. Announced May 8.

**KIMO Independence, Mo.**—Granted assignment


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of license to **KIMO Inc. (Glenn G. Griswold, Kevin B. Sweeney** and **Kenyon Brown,** who have individual interests in **KBYE Oklahoma City, Okla.; KFOX-AM-FM Long Beach, Calif.; KCOP-TV Los Angeles, Calif.,** and **KGLC Miami, Okla.**); consideration $87,400 plus $50,400 for 10-year land lease and $60,000 to assignor for personal services and non-competitive contract for 10 years. Announced May 8.

**KJUN Redmond, Ore.**—Granted assignment of license to **Orlo M.** and **Thelma D. Bagley,** d/b as **Radio Station KPRB**; consideration $37,000. Assignees own **KOMB Cottage Grove, Ore.** Announced May 8.

**WABV Abbeville, S. C.**—Granted assignment of license to **Abbeville Bcstg. Co. Inc. (Mr. Gallimore** and **George W. Settles Jr.)**; consideration $8,900 for 44.5% interest. Announced May 8.

**WDDY Gloucester, Va.**—Granted assignment of license to **Cape Radio Inc. (Arthur Lazarow,** president); consideration $65,000. Announced May 8.

**WTRW Two Rivers, Wis.**—Granted transfer of control from **Francis** and **Cleo Schmitt** and **Don A. Olson** to **WTRW Inc. (Kenneth A. Daum,** president); consideration $35,000. Announced May 8.

## APPLICATIONS

**WERH Hamilton, Ala.**—Seeks assignment of license from **Hugh Fite** to **Kate Fite** according to will of Mr. Fite, deceased. Announced May 14.

**KVFM (FM) San Fernando, Calif.**—Seeks assignment of cp from **Walter Gelb, William Morgan** and **Ted Bolnick,** d/b as **Valley Fm Bcstg. Co.** to Messrs. Gelb (60%) and Bolnick (40%). Mr. Morgan received $200 for his relinquished 35% interest. Announced May 13.

**WRLP (TV) Greenfield, Mass.**—Seeks assignment of license from **Greenfield Tv Bcstg. Corp.** to **Springfield Tv Bcstg. Corp.** Corporate change. No control change. Announced May 9.

**KSUM Fairmont, Minn.**—Seeks assignment of license from **Fairmont Bcstg. Co.** to **John Hyde Jr.** for $237,500. New owner Hyde also has 50% interest in **KDHL Faribault, Minn.** Announced May 9.

**WINE Kenmore** and **WILY (FM) Buffalo,** both **New York**—Seek assignment of license and cp from **John Kluge** to Mr. Kluge (90%) and **Marcus Austad** (10%), for $15,000 d/b as **Western New York Bcstg. Co.** Mr. Austad also has interest in **WEEP Pittsburgh, Pa.** (10%) and has agreed to sell his interest in **KOME Tulsa** (see below). Announced May 8.

**WWGP-AM-FM Sanford, N. C.**—Seeks assignment of license from **Sandhills Bcstg. Corp.** to **WWGP Bcstg. Corp.** for $42,500. New owners are **Mr.** and **Mrs. Frank Abbott Jr.** He is with **Radio Free Europe**; she free lances for Louisville *Courier-Journal.* Announced May 14.

**KMUS Muskogee, Okla.**—Seeks assignment of license from **Eastern Okla. Bcstg. Corp.** to **Horace Boren** for $125,000. New owner Boren is with **Braniff Airways.** Announced May 8.

**KOMA Oklahoma City, Okla.**—Seeks assignment of license from **Burton Levine, Myer Feldman, Arnold Lerner, Donald Rubin** and **Harold Thurman,** d/b as **Radio Okla.,** to Messrs. **Levine** (30%), **Feldman** (15%), **Lerner** (30%) and **Thurman** (5%), plus **Raymond Ruff** (10%) and **Bessie Von Zamft** (10%), d/b as Radio Okla. Mr. Ruff, KOMA manager, will contribute $35,000 to partnership, $13,167 of which will be partnership's debt to him. Bessie Von Zamft will personally reimburse Donald Rubin for his $3,500 investment. Announced May 9.

**KOME Tulsa, Okla.**—Seeks assignment of license from **John Kluge** and **Marcus Austad,** d/b as **Oil Capital Sales Co.** to **Charles Holt** (60%), and others, for $250,000. Mr. Holt's broadcast interests: **WHSY Hattiesburg** (51%) and **WHNY McComb** (60%), both **Mississippi; WHXY Bogalusa, La.** (59%), and **WHHY Montgomery, Ala.** (70%). Announced May 8.

**KLAD Klamath Falls, Ore.**—Seeks assignment of license from **Burton Levine, Rose Lerner, Myer Feldman, Bessie Von Zamft** and **Melanie Thurman,** d/b as **KLAD Bcstrs.,** to Myer Feldman (30%), Rose Lerner and Bessie Von Zamft (each 25%) and **Daniel Lerner** and **Gene Riesen** (each 10%), d/b as KLAD Bcstrs. Mr. Lerner is Philadelphia civil servant. Mr. Riesen is KLAD salesman. Announced May 9.

**WFMZ (FM) Allentown, Pa.**—Seeks assignment of license from **Penn-Allen Bcstg. Co.** to **WFMZ Inc.** for $8,500. New owners will be **Mr.** and **Mrs. Raymond Kohn** (75%) and **Harry Dower** (25%). Mr. Kohn has been at helm of and 17% owner of WFMZ-FM-TV (tv station now inactive). Mr. Dower is attorney. Announced May 13.

**WRIK-TV Ponce, P. R.**—Seeks assignment of license from **George Mayoral, William Cortada** and **Luis Ferre** d/b as **Ponce Tv Partnership** to **Ponce Tv Corp.** Corporate change. No control change. Announced May 14.

**WPFM-FM Providence, R. I.**—Seeks assignment of license from **Plantations Bcstg. Corp.** to **Golden Gate Corp.** for $10,000. New owners are **Harold Arcaro** (68% pfd., 66% common) and others. Mr. Arcaro also owns one-sixth of **WRIB** and 30.66% of **WNET (TV),** both **Providence.** Announced May 13.

**KSNY Snyder, Tex.**—Seeks involuntary transfer of negative control of licensee **(Snyder Bcstg. Co.)** from **J. T. Hughes** to **Mrs. Flora Hughes,** executrix of estate of Mr. Hughes, deceased. Announced May 14.

# Hearing Cases

## INITIAL DECISIONS

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of **Fred H. Whitley** for new station to operate on 960 kc, 1 kw, D, in **Dallas, N. C.,** and denying mutually exclusive application of **Wayne M. Nelson** for new station on same frequency with 500 w, D, in **Concord, N. C.** Announced May 14.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of **Westbrook Bcstg. Co. Inc.,** for new am station to operate on 1440 kc, 5 kw, D, in **Westbrook, Me.,** and denying application of **Sherwood J. Tarlow** for new am station on same frequency with 500 w, D, in **Saco, Me.** Announced May 12.

## OTHER ACTIONS

By order, Commission denied petition by **Evansville Television Inc. (WTVW) Evansville.,** for review of hearing examiner's denial of WTVW's request for additional Commission counsel to participate in Evansville, Ind., show cause proceeding. (Commission report and order of Feb. 26, 1957 contemplated, among other things, shifting ch. 7 from Evansville to Louisville and requiring WTVW to operate on ch. 31 in lieu of ch. 7). Announced May 8.

By memorandum opinion and order, Commission denied that portion of protest by **Alvarado Television Co. Inc. (KOAT-TV,** ch. 7), **Albuquerque, N. M.,** requesting evidentiary hearing on "economic injury issue" in protest proceeding on application of **Video Independent Theatres Inc.,** for mod. of cp of **KVIT** (ch. 2) **Santa Fe,** to move trans., increase power, etc. Announced May 8.

Hearing Examiner H. Gifford Irion issued second supplement which ordered that ordering clause in his Jan. 31, 1956 initial decision in **Buffalo, N. Y.,** ch. 7, proceeding remain as before. Initial decision looked toward granting application of **Great Lakes Television Inc.,** for new tv station on ch. 7 in Buffalo and denying competing applications of **Greater Erie Bcstg. Co.** and **WKBW-TV Inc.** Announced May 8.

**KVAR (TV) Mesa, Ariz.**—Granted waiver of Sec. 3.652 to permit KVAR (TV) to identify itself as **Phoenix** as well as Mesa. Comr. Ford dissented. Announced May 8.

**John L. Cole,** tr/as **Mecklenburg Bcstg. Co., Chase City, Va.**—Designated for hearing application for new am station to operate on 980 kc, 500 w D; made **WAAA Winston-Salem, N. C.,** party to proceeding. Announced May 8.

**Austin Radio Co., Austin, Tex.**—Designated for hearing application for new am station to operate on 970 kc, 1 kw DA, D. Announced May 8.

**James W. Milles, Milford, Conn.; WGNY Orange County Bcstg. Corp, Newburgh, N. Y.; Vincent De Laurentis, Eastern State Bcstg. Co., Hamden, Conn.**—Designated for consolidated hearing applications of Mr. Miller, Mr. De Laurentis and Eastern States for new am stations to operate on 1220 kc, 1 kw DA-D, and Orange to increase power of WGNY from 1 kw to 5 kw DA, continuing operation on 1220 kc D. Announced May 8.

**Union Bcstg. Co., Elizabeth, N. J.; Alkima Bcstg. Co., West Chester, Pa.; Lion Bcstg. Co. Inc., Dover, N. J.**—Designated for consolidated hearing applications for new am station to operate on 1510 kc, 1 kw; Union and Alkima for daytime operation and Lion to operate unl. time with DA-1; denied Union request for further extension of time to reply to 309 (b) letter; denied request of **Mrs. Betty Presser,** et al., to defer hearing designation; made **WLAC Nashville, Tenn.,** party to proceeding. Announced May 8.

**Electronic Music Co., WSBC Bcstg. Co., Chicago, Ill.**—Designated for consolidated hearing applications for new Class B fm station to operate on 93.1 mc; denied Electronic request for extension of time to complete engineering changes and amend application. Announced May 8.

**Pompano Beach Bcstg. Corp., Pompano Beach, Fla.; Voice of South Miami Bcstrs. Inc., South Miami, Fla.; Louis G. Jacobs, Miami-South Miami, Fla.**—Designated for consolidated hearing applications for new am stations; Mr. Jacobs and South Miami to operate on 990 kc, 5 kw DA-1, unl.; Pompano to operate on 980 kc, and Voice of South Miami on 970 kc, both with 1 kw DA-D. Announced May 8.

**Grady M. Sinyard, New Boston, Ohio; States Bcstg. System Inc., St. Marys, Ohio**—Designated for consolidated hearing application for new am stations to operate on 1010 kc, 500 w DA-D. Announced May 8.

**Eleven Fifty Corp., Capitol Heights, Md.; Nick J. Chaconas, Gaithersburg, Md.; Tri-County Bcstg. Co., Laurel, Md.; TCA Bcstg. Corp., College Park, Md.**—Designated for consolidated hearing applications for new am stations to operate on 1150 kc; Eleven Fifty with 1 kw DA-D; Chaconas and Tri-County with 500 w, 1 kw-LS, DA-2, and TCA with 500 w, 5 kw-LS, DA-2. Announced May 8.

# Routine Roundup

By order, Commission granted waiver of Sec. 3.293 of its rules to extend from May 12 to Oct. 1 continued fuctional music operations on simplex basis by fm stations **KDFC San Francisco, Calif.; WBFM New York, N. Y.; WDDS-FM Syracuse, N. Y.,** and **WMUZ Detroit, Mich.,** and on its its own motion, extended such operations of **KFMU Los Angeles, Calif.; KUTE Glendale, Calif.; WEAW-FM Evanston, Ill.; WLDM Oak Park, Mich.; WNAV-FM Annapolis, Md.; WKJF Pittsburgh, Pa.,** and **KITT San Diego, Calif.,** to June 13 pending consideration of their requests for further extension. Chairman Doerfer dissented. Announced May 8.

### Petition for Rule Making Filed

**Forrest City Bcstg. Co., Forrest City, Ark.**—Request allocation of ch. 8 to Forrest City, Ark., by reassignment from **Jonesboro, Ark.** Announced May 9.

### Petition for Rule Making Granted

**Federal Civil Defense Administration, Battle Creek, Mich.**—Petition requesting amendment of Sec. 12.254 of rules as follows: Delete words "drill" or "test" and replace with word "exercise" so that last sentence would then read: "All messages which are transmitted in conection with such drills and tests shall be clearly identified as such by the use of word 'exercise' in body of such messages." Announced May 9.

## ACTIONS ON MOTIONS

**By Chairman Doerfer on May 12**

On Commission's own motion, corrected transcript of oral argument on am applications of **Plainview Radio, Plainview, Tex.,** and **Star of the Plains Bcstg. Co., Slaton, Tex.**

**By Hearing Examiner Millard F. French on May 13**

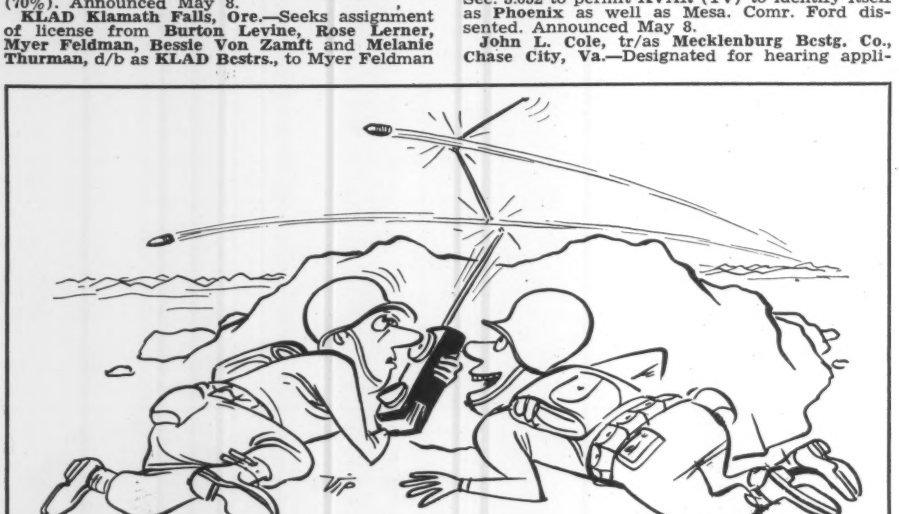
Granted petition by Broadcast Bureau for extension of time from May 14 to May 26 to file proposed findings re am application of **WNAB Inc. (WNAB) Bridgeport, Conn.**

Scheduled prehearing conference on May 28 re fm applications of **Mid-America Bcstrs. Inc.,** and **Mutual Bcstg. System Inc., San Francisco, Calif.**

## By FCC

Commission on May 8 granted petition by **WKST Inc. (WKST-TV) New Castle, Pa.,** and

*Continues on page 112*



*"Whatever your broadcast needs, go straight to Collins"*

# CLASSIFIED ADVERTISEMENTS

*Payable in advance. Checks and money orders only.*

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to BROADCASTING, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted

**Wyoming station** needs 2 solid salesmen. No hi-pressure selling. Radio and television. Also opening for combo man with first phone, call or write M. V. Ernst, KRTR, Thermopolis, Wyoming.

**Herb Oscar Anderson,** WMCA, New York wants help for Frankie's label. "He Was A Good Man.", by Johnny Jackson. P.S. Look for my newest release on Frankie soon.

**Stations selling** mailorder specialties to senior citizens send rates. Vern Baker, Elyria, Ohio.

*Management*

**Top-rated** local So. California station needs crackerjack asst mgr to work with owner on sales, run 3-man sales staff. Station tops in prestige, acceptance. $500 plus 15% on own sales above $1,000 monthly. Send complete resume to Box 390E, BROADCASTING.

*Sales*

**Commercial manager** for leading network station in medium size midwest city. Substantial weekly salary plus commission on billing. This is exceptional position. Send experience resume and recent picture to Box 270E, BROADCASTING.

**Sales manager** wanted with solid experience sales ideas and push—unlimited future with 5 kw in Florida. $5200 plus over-ride. Box 342E, BROADCASTING.

**Texas opportunity** for radio salesman. Salary and bonus. List experience, billing, education, etc. Box 344E, BROADCASTING.

**Offering sand,** sea and security to a man or woman who can sell, service and survive in competitive market. Air work and sales or copy and sales required. North Carolina's most beautiful beach city. Box 346E, BROADCASTING.

**Commercial manager** with small market experience, some announcing. Established Texas station. Start $4,800.00, advancement for producer. Box 382E, BROADCASTING.

*Announcers*

**At once!** Hard sell, versatile deejay! Experienced! News, music station, gimmicks. Send tape, background. Salary open. Box 267E, BROADCASTING.

**South Georgia** full time independent has immediate opening for competent top quality announcer. $90.00 weekly. Box 276E, BROADCASTING.

**Staff announcer** for 1000 watt daytime station in central Pennsylvania. Our man must be conscientious, promotion-minded. Send tape, details, now. Box 323E, BROADCASTING.

**Fast growing** eastern chain needs experienced announcers with executive potential. Require minimum one year commercial experience. Chain operate stations in small—medium and metropolitan markets. Above average wages, good working conditions. Modern equipment. Eventual personal interview a must. Send tape, photo, resume immediately. Box 324E, BROADCASTING.

**Opportunity** for married staff announcer. Send resume. ABC Network. Texas. Box 345E, BROADCASTING.

**Industrious** announcer-continuity writer. Progressive station anywhere. Box 348E, BROADCASTING.

**Wanted:** Good dj, minimum five years experience, possibility of chief announcer. Metropolitan market near New York City. Good starting salary. Box 393E, BROADCASTING.

**Experienced sportscaster** wanted for high school and junior college football, basketball and staff announcing. Send resume, tape and salary requirements. Frank O. Myers, Manager, KCMC, Texarkana, Texas-Ark.

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**New 1,000 watt** daytime station going on air latter part of June. Need two announcers. Send tape and full details first letter. KSRC, Box 1277, Socorro, New Mexico.

**Metropolitan market** station going up wants live wire man to go along. Must have quality voice plus ideas. Send tape, resume, salary. Fred Epstein, KSTT, Davenport, Iowa.

**KTLU, Rusk, Texas,** needs a good combo-announcer-engineer. This is the highest paying job in east Texas. We want a good, permanent man with pleasing personality. Salary depends on you. E. H. Whitehead, Rusk, Texas.

**Excellent opportunity** experienced morning man for small town full time independent. Should be from south or southwest and no tv ambition. Permanent with paid vacation, free hospitalization, mountain lake cottage, low living cost. Prefer send tape with resume and references. Telephone Prospect 7-3601. General Manager, KXAR, Hope, Ark.

**Announcer—modern station** needs young, fast paced, live wire with A-Z knowledge pop music biz including yesterday. Need snappy production ability—energy—tough market—competition rough. If you're for us and looking for future —rush tape—resume—pic and references to Bill Clark, WHOO, Orlando, Florida.

**Announcer—first phone**—little maintenance. See ad above but will compensate for first phone. AC-tape, resume. Bill Clark, WHOO, Orlando, Florida.

**Morning and afternoon announcers.** Top Hooper and Pulse station. Combo operation. Adult music and news with excellent library. Tape, resume, and actual salary expected with first letter. Tapes returned. WRTA, Altoona, Pennsylvania.

*Technical*

**Chief engineer** single market southern network station using remote control. Inquiries confidential. Box 214E, BROADCASTING.

**Engineer, 1st phone,** control room, maintenance, immediate, permanent. Lutheran church-owned, non-commercial, religious, educational station. Reply fully, stating experience. salary requirements to Manager, KFUO, St. Louis 5, Missouri.

**Chief engineer**—young—must know studio am-fm transmitters like the back of his hand, first phone, meticulous and neat, experienced in supervising others, salary based on ability $100 up. Send pic, complete resume, references Bill Clark. WHOO, Orlando, Florida.

*Production-Programming, Others*

**Mr. News Director!** Can you see beneath the surface news—get behind handouts? Are you a newsman who always knows what's going on? We need such a man. Why not apply and discuss your ideas? Send resume, photo Box 179E, BROADCASTING.

**Executive secretaries** with knowledge and experience in the fields of radio and television broadcasting. Must be able to assume office responsibilities as right hand to top executives in major broadcast operation. Stimulating, interesting, rewarding work for qualified girls with extensive backgrounds in this field. Please furnish detailed resume in reply. All inquiries in strict confidence. Box 253E, BROADCASTING.

**Sales promotion manager** for top-flight major market, radio-television operation. Must be thoroughly experienced in all phases of sales promotion, advertising and research. This is an excellent and rewarding opportunity for qualified man in this field. All replies held in confidence. Box 254E, BROADCASTING.

## RADIO

### Help Wanted—(Cont'd)

*Production-Programming, Others*

**Continuity.** Able to write copy that sells, make up books, etc. Leading metropolitan independent station, north central region. Permanent position. Send complete resume of background and experience, samples of copy, present and expected salary, and references, which will not be contacted without your consent, and attach small photo. Confidential. Box 297E, BROADCASTING.

**Continuity director** needed for top station in two million market. If you're production minded, can write selling copy, send picture, resume and samples immediately. Tremendous opportunity for right person. Box 350E, BROADCASTING.

**Newsman,** ability to know news as well as write. Must take active part in community affairs, top wage to top man. Send audition tape and full background story to Manager, WABJ, Adrian, Mich.

**News director** wanted immediately. Send tape, experience, references. WFAH, Alliance, Ohio.

**Top flight copywriter,** man or woman, creative ability a must. Salary open. Send samples and picture to Manager, WABJ, Adrian, Michigan.

## RADIO

### Situations Wanted

*Management*

**Manager, presently employed.** 16 years experience radio manager, program director, television manager, commercial manager, also network and agency. Best references all employers. Box 948D, BROADCASTING.

**General manager:** Established industry recognized ability and experience with top personal sales record, four major markets, fifteen years. Now sales manager metropolitan vhf. Radio—make me an offer. Box 309E, BROADCASTING.

**Commercial manager** 20 years experience at profitable top ten market 5 kw. Supervised sales, programming, network relations, personnel, labor negotiations. Available due to sale of station. References from executives in agency, representative network and local fields. Box 341E, BROADCASTING.

**Manager-sales manager.** Young, energetic, strong on sales gimmicks, business background, know all phases of radio management, must be permanent position. Box 353E, BROADCASTING.

**Formulas don't faze me.** Successful record ideaful programming 250w-50 kw. Currently—net flagship operation visiting southwest, coast July. Competition minded? Let's talk. Box 384E, BROADCASTING.

**Manager.** 15 years radio all phases, 8 as general manager. 36, married, family. Western states. Gene Ackerley, 1231 Toluca, Alliance, Nebraska.

**36 year old,** married, radio veteran, 12 years experience, desires managerial spot, with good market potential, in desirable community to raise large family, with possible lease or option to buy, in the future. Write or call Larry L. Shepard, Mena, Ark.

*Sales*

**Go-getter,** experienced, seeking good potential. Prefer deal including air work. Can run own board. All-around man—what you're looking for. Box 174E, BROADCASTING.

**Attention Florida stations—Settled family man** three years sales experience in top 50 market desires permanent Florida location. Box 347E, BROADCASTING.

**Salesman and/or manager** with first phone. Good producer. Wants small or medium market in Texas or midwest. Box 358E, BROADCASTING.

# RADIO

## Situations Wanted—(Cont'd)

*Sales*

**Available.** Hard driving, creative salesman; a real "heavyweight", early thirties, well-liked, well-known. Ten years radio and television sales experience: local, regional and national. Have contacts in practically every advertising agency in New York. Sales record—excellent. (Actually it's tremendous) know just about everyone in this field. Now employed seeking new assignment in New York or vicinity. Excellent references. Box 387E, BROADCASTING.

*Announcers*

**Vacation problems?** College student. Experienced. Announcer, record-librarian, news. Third-class permit. June 1 thru September 1. Tape, resume and references. Box 114E, BROADCASTING.

**DJ/announcer,** previous experience 50,000 watt metro-indie. Afternoon shift in top three Pulse ratings. Best agency references. Salary open. Box 125E, BROADCASTING.

**Negro dee jay.** Good board man. Fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 172E, BROADCASTING.

**Girl d.j. announcer.** Go anywhere. Ready now. Run own board. Can sell, too. Steady—no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 173E, BROADCASTING.

**Personality-dj** strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 175E, BROADCASTING.

**Country dj.** Outstanding air personality, radio and tv, sincere selling, highly respected in the trade. Eight years with present employer who will furnish highest references. Box 278E, BROADCASTING.

**Young staff announcer** strong dj. Thoroughly trained in all phases. Run own board. Tapes and resume available. Box 285E, BROADCASTING.

**Reporter-newscaster,** competent in all phases radio coverage, seeks larger city radio and/or television. Box 291E, BROADCASTING.

**Married, college graduate.** Experienced announcer, news, record-librarian. Desires employment from June 30 through October 1, or major part thereof. Tape, resume and references. Box 310E, BROADCASTING.

**Stop!** Do you want a first class dj with experience? Then I'm your man. Write now! Box 315E, BROADCASTING.

**Announcer,** pop, standards, staff, 1½ years experience, college graduate, young, willing, able, single, draft exempt. Desire position with opportunities. You got one? Available June 2. Box 335E, BROADCASTING.

**This is the second ad** in the series. These are the facts—4 years experience, personality announcer. Presently employed desires to relocate. Maryland, Delaware and Virginia, preferred. Resume, tape and references. Let's get this boy a good job! Box 336E, BROADCASTING.

**Announcer 1 year experience,** first phone, Don Martin graduate, single, veteran, strong news voice, no sales please, west coast only. Box 340E, BROADCASTING.

**Well rounded** in all phases of radio. Strong in news and sports with executive experience in management and sales. Desire opportunity with solid station in the Tennessee-Virginia area. No tv experience but am interested. Personal interview only. Box 349E, BROADCASTING.

**Young announcer-engineer,** 2 years experience first phone, all types music, top teenage show. Married, California desired. Box 352E, BROADCASTING.

**Announcer.** Recent grad, A.B., radio major. Single, 4A. Will travel or relocate. Box 354E, BROADCASTING.

**Florida,** 1st phone-announcer. 8 years experience. Desire to relocate in Florida. Construction and sales experience. Available June 9th. Box 357E, BROADCASTING.

**Deejay, pops-standards.** Newscaster. Experienced, married. College. Minimum $70. Relocate Ohio, Michigan, Indiana, eastern states. Negro. No accent. No jivetalk. Box 360E, BROADCASTING.

**Beginner—gal,** mature, dj, announcer. News, commercials. S.R.T. grad, college education. Box 361E, BROADCASTING.

# RADIO

## Situations Wanted—(Cont'd)

*Announcers*

**Experienced announcer,** desires permanent position six years experience, specialize in hillbilly, gospel, and news, of course have experience in pop am not Martin Block but will do my best. Box 362E, BROADCASTING.

**No witch doctor**—Seattleite. Needs western records and turntable. Box 363E, BROADCASTING.

**Play-by-play experience,** newsman, disc jockey. 3rd ticket-run board. Industrious, loyal. Box 364E, BROADCASTING.

**Attention major markets.** Top-rated morning dj with 12 years experience desires change. Box 365E, BROADCASTING.

**Experienced disc jockey,** three years, good commercial, knows music, family. Box 366E, BROADCASTING.

**Versatile, hardworking,** dependable announcer with six months experience wants to relocate. Prefer small market 8,000 to 20,000. Box 370E, BROADCASTING.

**5 years experience,** all phases as announcer-engineer, first phone. Married. Box 371E, BROADCASTING.

**Experienced personality** "combo" dee-jay. Have 1st phone and extensive jazz-pop record collection. (No rock and roll!). Young, married, willing to travel but desire permanent position in metropolitan market or college town. Minimum $110. Box 373E, BROADCASTING.

**West coast,** here I come! No Martin Block or Bill Stern, but if you need a good dj announcer and play-by-play man, then look no further. Vet, married, 2 years experience all phases, and 2 years college. Am taking Horace's advice, so you name the date. Box 374E, BROADCASTING.

**Experienced dj,** newsman; veterans; diverse public contact background. Desire permanence within 100 miles New York City. Top references. Box 375E, BROADCASTING.

**Presently employed** young personality prefers night show. Good voice, 1st class ticket, 5 years experience. Capable all-around. Part-time college student. Immediate opening desired. Box 378E, BROADCASTING.

**Summer replacement.** High caliber well seasoned staff man needs respite from southwest. Married. Prefer mountains or west. Good working conditions important. Box 380E, BROADCASTING.

**Terrific sportscaster.** Sports director. Employed. 5 years experience. References. Box 381E, BROADCASTING.

**DJ-personality.** Sales/promotion minded. Also copywriter. Experienced. Tape available. Box 391E, BROADCASTING.

**No rock and roll** machine stealing bubble gum change from baby-sitters. Major market radio-tv emcee desires change. Box 396E, BROADCASTING.

**Copywriter-dj,** 35, experienced, desires "sell-write-announce" combination. Resume. Box 397E, BROADCASTING.

**Announcer—8 years** experience all phases radio and television including national sports—31, married, BBA, prefer south, southwest. Box 398E, BROADCASTING.

**Mature p.m. d.j.** Now doing 3 hour show with 50 kw in one of the top 10 markets in the country. Want a jazz-minded operation. I have a success story, how about you? Write 399E, BROADCASTING.

**Announcer:** Looking for radio or tv opportunity with progressive organization. Three years radio experience, no tv yet. Happy in profession, can and will produce. Recent sale motivated this ad. Multiple station market in south or west. Available when needed. Box 400E, BROADCASTING.

**Money not important,** experience is, for June grad Michigan State U. with B.A., M.A., degrees in radio-tv production. Will consider any position, anywhere. High interest in sports, dj, and news. Excellent reference. Alan Cudworth, Route #2, Williamston, Michigan. Lansing Ph. ED 7-7292.

**Announcer-dj,** 1st phone. Recent graduate. Permanent Bill Lambert, 911 W. Poplar Ave., Porterville, California.

**Married announcer** with 4 years experience. Contact Charles Lienhart, National 3-7426, Hot Springs, Ark.

# RADIO

## Situations Wanted—(Cont'd)

*Announcers*

**Announcer** with 3 years experience, dependable family man. Accept first reasonable offer. Peter J. Ward, Rio Trailer Park, Charlottesville, Va. Call 3-1928.

*Technical*

**20 years** am-tv-fm, administration, personnel, Technical to 50 kw. Offer economical maintenance, construction and operation. Looking for a change after 7 years. Box 260E, BROADCASTING.

**Engineer.** Eight years high powered directionals, and fm. First phone. Seeking progressive operation with future. Box 337E, BROADCASTING.

**Experienced** engineer-announcer. Box 355E, BROADCASTING.

**Need work.** Have 2nd phone, 1st soon. Light broadcast experience. Box 359E, BROADCASTING.

**Engineer fourteen years.** First phone. Chief engineer, announcing experience. Box 376E, BROADCASTING.

**First phone,** experienced construction, maintenance, operation. Have tools, test gear, transportation. College graduate; mature, sober, family man. Fair announcer, good news delivery. Deep south only. C. G. Huey, P. O. Box 322, Rome, Ga.

*Production-Programming, Others*

**Need a girl Friday?** Experience on program department, as record lib., in news, and typing in small station. Box 263E, BROADCASTING.

**Experienced radio newsman,** 2 years. Writing, editing, tapes. Some air work. Currently employed metropolitan market. Interested in tv news, also. Married, 24. SDX, AFTRA. Can furnish resume, tape and photo. Box 281E, BROADCASTING.

**Newsman; gather, write,** deliver authoritative, intelligent newscasts. 6 years solid experience, all phases. College graduate; family. Prefer radio-tv news combination. Presently employed major market. Box 312E, BROADCASTING.

**Woman continuity director.** Production, hard sell copy. 11 years experience radio-tv. Can supervise traffic. Available May 16th. Box 343E, BROADCASTING.

**Morning man who's** been waking up people with happy music for 5 years at present location seeks new position. Local news, tv experience. Family, 30, degree. Box 367E, BROADCASTING.

**News director.** 13 years experience every phase of radio-television. Solid family man. Veteran. College. Presently in top ten market. Excellent references. Available after June 15th. 150 per week. East-midwest only. Box 369E, BROADCASTING.

**Starting new** soft-sell operation? University station pd interested. All-around but long on music. Temperate, family and church-type. Top references. Box 389E, BROADCASTING.

# TELEVISION

## Help Wanted

*Sales*

**Sales representatives** for local sales and national sales. Medium market, mid-south, full-power vhf. Box 338E, BROADCASTING.

**Ready to move up!** Somewhere in the south there is a radio salesman ready to become a tv account executive. We are maximum-power, CBS vhf in rich southern market. This man will call on local and regional accounts with guarantee and commission, expense account, and man company benefits. If you know how to sell but have limited potential in your market, send full resume, snapshot, to Box 356E, BROADCASTING.

*Production-Programming, Others*

**Television producer-director** need thoroughly qualified young man with versatility and imagination for work at progressive radio-tv operation. Should be able to produce, direct and coordinate local live and network programs. Experienced. College background preferred. Scale starts $85 for 40-hour week. Salary commensurate with experience and background. Write or phone W. P. Williamson, Jr., WKBN-TV Youngstown, Ohio. STerling 2-1145.

# TELEVISION

## Situations Wanted

*Managerial*

**Manager,** 16 years experience as television manager and commercial manager, as radio manager and program director. Increased billing on all stations over 100%. Also agency and network experiences. Best references. Box 780D, BROADCASTING.

*Sales*

**Four years television production,** announcing with present employer. Desiring sales, or salesman-announcer. Family, settled. Box 379E, BROADCASTING.

*Announcers*

**Dependable,** ambitious, news, commercial, staff announcer. Trained in all phases of radio-tv 1st phone, vet, family. Desires 1st job. Film, photo. Box 377E, BROADCASTING.

*Technical*

**Mature chief engineer** desires to make change. Experienced in planning, construction, operation, maintenance am-fm-tv, directionals, measurements. Prefer supervisory position. Box 273E, BROADCASTING.

**TV engineer 1st phone.** Studio or transmitter work. Will relocate. Closed circuit experience. Box 385E, BROADCASTING.

**Broadcast technician.** First phone, veteran. Desires position in tv or radio. Will relocate. Resume, references on request. Box 386E, BROADCASTING.

*Production-Programming, Others*

**Photographer, newsman** with own sound, silent, and still equipment. Presently working in tv, looking for more opportunity. College, single, willing to travel. Box 277E, BROADCASTING.

**Projectionist** or film position desired. College, two-year tv production course. Available June 20. Box 305E, BROADCASTING.

**Cameraman-reporter,** commercial and documentary. 11 years worldwide experience. Black and white; color. Best references. Box 383E, BROADCASTING.

**TV-radio news director.** Eleven years experience all phases. Newscasts consistently top-rated. Prefer combined tv-radio news-room operation or tv-news. Box 394E, BROADCASTING.

## FOR SALE

**1958 radio station** plan book. Five complete floor plans. Practical, economy minded, proven. $3.75 postpaid. Station Planning Service, Box 2001 Station A, Fort Wayne, Indiana.

### Stations

**Small market station,** north Alabama. Good gross, excellent equipment, in growing market. $65,000—29% down. No brokers. Box 107E, BROADCASTING.

**Growing market—250 watt** full time in Virginia—$50,000.00 potential. Owner must sell due to failing health. $10,000.00 will handle with terms. Box 368E, BROADCASTING.

**Idaho, quarter-kilowatt.** $95,000.00 29% down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

**Waiting buyers,** listings wanted, Hollingsworth Co., Inc., "Guess The Lucky Secret Word," Program. 514 Hempstead Ave. W. Hempstead, N. Y.

**Oregon,** quarter-kilowatt $55,000.00. $20,000 down. Exclusive. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

**Virginia single station** market, $39,750 total, $10,000 down; secondary market station $100,000. Chapman Company, 1182 W. Peachtree, Atlanta.

**Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.**

**Oregon, quarter-kilowatt** network $125,000.00. Terms. Exclusive Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

**Low overhead daytimer.** $70,000. 29% down. Great potential. Melvin Stone, Falmouth Hotel, Portland, Maine.

## FOR SALE—(Cont'd)

### Stations

**New England** medium market station $100,000 total, 29% down; monopoly market station, $100,000. Chapman Company, 17 E. 48th, New York.

**California, daytimer** $55,000.00. $20,000 down. Exclusive Wilt Gunzendorfer and Associates, 8630 W Olympic, Los Angeles.

**Florida coastal** medium market with steady income record, controlling interest $150,000 with $40,000 down. Chapman Company, 1182 W. Peachtree, Atlanta.

**West coast** major market fm station, $100,000 with ¼ down. Chapman Company, 33 W. Micheltorena, Santa Barbara, California.

*Equipment*

**Pultec program equalizer** (EQP-1) new condition $300. Two heavy duty mike booms with wheels, extra long extension up and forward $100 each. Ampex 600, 300 hours full track good condition $375. Box 351E, BROADCASTING.

**One Western Electric** 250 watt am transmitter, good condition, with spare set FCC tubes, $325. Our No. 0207. May Brothers, Binghamton, N. Y.

**Motorola 30-D** two-way mobile equipment. Transmitter, receiver, speaker, mike, cable. Suitable for remote broadcasts. $150.00. Box 1001, Griffin, Ga.

**One REL** one-kilowatt fm transmitter in good condition and presently operating. Model 510B-DL, serial 6924 with spare set FCC tubes, $4,150. Our No. 0206. May Brothers, Binghamton, N. Y.

**Collins 300F** 250 watt am transmitter, in good condition, meets FCC proof of performance requirements. Now in operation on 690 kc ready for sale in two months. $750.00. KBBA, Benton, Arkansas.

**WE 5 kw transmitter,** type 104C modified to 5C with crystal for 740 kc. $1,500 Florida location. May Brothers, Binghamton, N. Y.

**4—Gates CB-11 3-speed turntable chassis at $85 each. In excellent condition. Write M. E. Case, KVOL, Lafayette, Louisiana.**

**Weather warning** receivers—for Conelrad and dsiaster weather warnings. Air Alert II—$46.50; Air Alert I—$89.50. Write Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

**12 assorted towers,** 165-300 ft. All makes. Most like new. Priced $1,000 to $6,000. Write for list. May Brothers, Binghamton, N. Y.

**Just received:** The all-new Ampex 351 studio recorder. Features: New printed circuits "Plus 8" output. Two channels (optional). Remote control (optional). Write for free literature or call collect for additional information. We ship prepaid anywhere in United States. Also: have . . . 1 Ampex 350 console (slightly used; with monaural record, stereo playback) . . . A $1700 value, only $1250—Complete stock of all parts and accessories. High Fidelity Unlimited, 935 El Camino Real, Menlo Park, California. Phone: DAvenport 6-5160.

**One Western Electric** type 104C transmitter, 5 k modified to 5C, complete with one crystal for 740kc, all extras and some spares. All packed and ready for shipment, $1,500. Our No. 0140. May Brothers, Binghamton, N. Y.

## WANTED TO BUY

### Stations

**New England or New Jersey.** Must be currently profitable. Box 339E, BROADCASTING.

**Wanted,** am doing $60,000-$80,000 gross in single or 2 station market east or near south. Box 388E, BROADCASTING.

**Experienced operator** wants best deal $20,000 will buy. Confidential reply. Box 395E, BROADCASTING.

**Responsible young man** desires leasing arrangement with option to buy, am station now on air. No brokers, please. Reply to Box 401E, BROADCASTING.

*Equipment*

**FM frequency** and modulation monitor. FM transmitter 3 kw or higher. 5 kw am transmitter. Box 372E, BROADCASTING.

**1000 watt** fm amplifier. **KYFM, 4516 North Libby, Oklahoma City, Okla.**

**Need used** 5820 Image Orthicon tubes. Please state price, condition, and hours of service. Patrick S. Finnegan. Chief Engineer, WLBC-TV, Muncie, Indiana.

**10 kw fm power amplifier** for use with RCA BTF-3B transmitter. WNIB, Chicago 24.


## RADIO STATIONS FOR SALE

### NORTHWEST

1. Excellent station in good market. Top dial position. Long established. **$50,000 down.**

2. Exclusive full time. Property included. Gross over $70,000. **Down $30,000.**

3. Daytimer. Expanding market. Small operation. **Only $6,250 down.**

**—Ours is a Personal Service—**

### ROCKY MOUNTAIN

1. Exclusive. Daytimer. Well accepted. Grossing close to $4,000 month. **Only $8,000 down. Balance in 10 years at 4%.**

2. Good daytimer in small market. Absentee owned. Owner wants to sell and will make a good deal for buyer. **$8,000 down.**

3. Wonderful town to live in. Fine station to own and operate. Gross close to $85,000. **$30,000 down.**

**—Ours is a Personal Service—**

### TOP 25 MARKETS

1. East. Daytimer. **$50,000 down. Price $275,000.**

2. East. Top market. **Price $475,000. 29% down.**

### SOUTHWEST

1. Excellent daytimer in one of the fastest growing towns. Stock purchase of 70% will control operation. Gross $130,000. **Only $36,500 down for mentioned stock.**

**—Ours is a Personal Service—**

### MIDWEST

We are offering many excellent properties ranging from $45,000 to $1,500,000. Be sure to let us know just what you want.

# JACK L. STOLL & ASSOCIATES

A **NATIONAL** ORGANIZATION for the sale of Radio & TV Stations

**6381 HOLLYWOOD BLVD.**

**LOS ANGELES 28, CALIF.**

Hollywood 4-7279

## INSTRUCTIONS

**FCC first phone** preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

**FCC first phone** license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

**Since 1946.** The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

## MISCELLANEOUS

**Bingo Time U.S.A.** printers of personalized bingo type game sheets for radio and television programs. We also distribute ½ hr. bingo type film series, mc'd by popular film personalities. P.O. Box 1871, Hollywood 28, Calif. Tel: Hollywood 2-4038.

## RADIO

### Help Wanted

*Sales*

**SALESMAN WANTED**

**Above average earnings North Florida's leading radio station independent. High Nielsen and Pulse. Salary plus commissions and expenses. Opportunity to advance.**

**Paul Meyer, WTAL Tallahassee, Florida, Drawer A. Main Post Office**

*Production-Programming, Others*

Can you head radio-television local news department? Immediate opening.

**KWTX AM-TV**
**WACO, TEXAS**

Phone Plaza 6-4451. M. N. Bostic

## RADIO

### Situations Wanted

**NEED A D. J.?**

**B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:**

**Milt Stillman, Placement Service**
**Broadcast Coaching Associates**
**1639 Broadway, Capitol Theatre Bldg.**
**N. Y. C. 19, N. Y.**
**JUdson 6-1918. No charge for either party.**

## RADIO

### Situations Wanted—(Cont'd)

*Announcers*

**I claim to be**
**The Best Announcer In The Country.**
Just write
Bill Rose,
60-41 70 Street, Maspeth,
Queens, New York City
Phone Newtown 9-3677.

## TELEVISION

**AVAILABLE JUNE 1**
Experienced in Business Administration, Product Planning, Engineering Consulting
Registered Professional Engineer (DC).
IRL T. NEWTON, JR., 17 Grove St., Haddonfield, N. J.

## FOR SALE

**FOR SALE — in America's most Dynamic Market Miami, Florida.**

**5000 Watts**
**1260 K.C.**
**W-M-M-A**

**Excellent Signal with Top Coverage. All new equipment: 15 acres on 8 lane Palmetto By-Pass: Small studio-transmitter building. Priced reasonable. Write or Wire — Keith Moyer, Owner: TU 7-0161.**

**TAPE RECORDERS**
**All Professional Makes**
**New—Used—Trades**
**Supplies—Parts—Accessories**
**STEFFEN ELECTRO ART CO.**
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

## EMPLOYMENT SERVICE

A Specialized Service For
Managers, Chief Engineer, Commercial Managers, Program Managers
**CONFIDENTIAL CONTACT**
**NATIONWIDE SERVICE**
**BROADCASTERS EXECUTIVE PLACEMENT SERVICE**
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

## BIG MARKETS MEAN BIG EARNINGS!

**OUR SALESMEN EARN MORE THAN $14,000 A YEAR!**

**15% COMMISSION — LIBERAL DRAW**

**NEW YORK - CHICAGO - ST. LOUIS - INDIANAPOLIS - NORFOLK - WILMINGTON (Del.)**

Join the fastest-growing radio-tv sales organization in the country with a record 384% increase in sales! Staff expansion provides opportunity for advancement to sales manager, national sales and station manager in major markets of an 8-station radio-tv chain. Most executive promotions made from successful sales personnel. All applications kept confidential. Don't wait. Send resume, photo and history of billing, earnings to:

**Tim Crow, Rollins Broadcasting. 414 French St., Wilmington, Del.**

## FOR THE RECORD *continues from page 108*

extended time for filing comments in proposed rule making to change tv channels in **Pittsburgh, Pa., Clarksburg, W. Va.,** and **Youngstown, Ohio,** from May 12 to May 19, and extended time for filing reply comments from May 22 to June 2.

**By Commissioner Robert T. Bartley on May 9**

Granted petition by **Town & Country Radio Inc., Rockford, Ill.,** for leave to file answer to **Plough Bcstg. Co. Inc., reply** in proceeding on Town & Country's am application.

**By Hearing Examiner Annie Neal Huntting on May 12**

Granted petition by **Palm Springs Community Television Corp.** for continuance and dates designated for various procedual steps in the **Palm Springs, Calif.** tv translator proceeding are postponed as follows: Data for exchange of written objections and requests for witnesses to be produced for cross-examination in Washington from May 19 to June 10, and hearing from May 26 to June 17.

**By Hearing Examiner J. D. Bond on May 9**

Continued further hearing to 2:00 p.m., May 19, in private line-leased facility-data transmission proceeding.

**By Commissioner Robert T. Bartley on May 7**

Granted petition by **Nevada Telecasting Corp.,** for extension of time to May 19 to file exceptions to initial decision in matter of revocation of tv cp of **KAKJ** (ch. 4) **Reno, Nev.**

**By Hearing Examiner Basil P. Cooper on May 8**

Granted petition by Broadcast Bureau for extension of time from May 9 to May 19 to file proposed findings of fact and conclusions of law and from May 19 to May 29 for filing reply or rebuttal findings in proceeding on application of **Triangle Publications Inc. (WNHC-TV** ch. 8) **New Haven, Conn.**

**By Hearing Examiner H. Gifford Irion on dates shown**

Granted motion by **Great Lakes Tele. Inc.,** to correct transcript in all respects as suggested except one in **Buffalo, N. Y.,** ch. 7 proceeding. Action May 7.

Granted motion by **Westbrook Bcstg. Co. Inc., Westbrook, Me.,** for various corrections to record in proceeding on its am application and that of **Sherwood J. Tarlow, Saco, Me.** Action May 8.

**By Hearing Examiner Hugh B. Hutchison on May 6**

Granted petition by **Radio Anthracite Inc.,** to accept its late filing of notice of appearance in proceeding on am application of **Ottoway Stations Inc. (WDOS) Oneonta, N. Y.**

## BROADCAST ACTIONS

**by Broadcast Bureau**

**Actions of May 9**

**WCMS Norfolk, Va.**—Granted assignment of license and cp to **WCMS Radio Norfolk Inc.**

**KRCT Pasadena, Texas**—Granted assignment of license and cp to **Industrial Bcstg. Co.**

**WICU Erie, Pa.**—Granted transfer of control of **Dispatch Inc.** (parent corporation) from **Edward Lamb** to **Edward, Prudence H., Edward H. Lamb,** et al, as family group.

**WICU-TV Erie, Pa.**—Granted transfer of control from **Edward Lamb** to **Edward, Prudence H., Edward H. Lamb,** et al, as family group.

**KROS Clinton, Iowa**—Granted involuntary acquisition of positive control by **B. M. Jacobsen,** individually and as co-executor with **William Callender** of estate of **Mrs. A. J. Hammond,** deceased.

**WTAE Pittsburgh, Pa.**—Granted mod. of cp to change type of trans. and other equipment and make change in ant. system.

**WPCF Panama City, Fla.**—Granted mod. of cp to make changes in directional ant. pattern.

**WFBM Indianapolis, Ind.**—Granted authority to operate aux. trans. by remote control while using nondirectional ant.

**WRBL Columbus, Ga.**—Granted change of remote control authority.

**WVMI-TV Biloxi, Miss.**—Granted extension of completion date to 10-1.

**Actions of May 8**

**KXRO Aberdeen, Wash.**—Granted involuntary transfer of control from **Harry R. Spence** to **Helen G. Spence,** executrix of Estate of **Harry R. Spence,** deceased.

**WEDR Birmingham, Ala.**—Granted assignment of license to **WEDR Inc.**

**KSUE Susanville, Calif.**—Granted involuntary assignment of license to **James E. McKahan** and **Marguerite Wemple Hallowell** as executrix of will of **Nolan Hallowell,** deceased, d/b as **Home Appliance Store.**

**KACE AM-FM Riverside, Calif.**—Granted assignment of cps to **K-ACE Radio Inc.**

Following stations were granted change of sign-off time as shown: **KSIB Creston, Iowa,** 6:00 p.m., CST, during months April 28 through Sept., inclusive; **KJIM Fort Worth, Tex.,** 7:00 p.m., or later within limits of station license for period ending 7-31; **WCWC, Ripon, Wis.,** 7:00 p.m., CDT, May through Sept. 30.

**WSD-FM Atlanta, Ga.**—Granted extension of authority to remain silent for additional 60 days or to and including 7-4.

**KSIG Crowley, La.**—Granted license covering installation of new trans.

**Actions of May 6**

**WVMC Mt. Carmel, Ill.**—Granted authority to sign-off at 6:30 p.m. or later within limits of station license for period ending 8-31.

**KEAR San Francisco, Calif.**—Granted authority

to remain silent for a period of 30 days from May 1 to complete construction of increased power.

**Actions of May 5**

**KSJO-AM-FM San Jose, Calif.**—Granted assignment of licenses to **Santa Clara Bcstg. Co.**, California corporation.

**KIRT Mission, Tex.**—Granted acquisition of negative control by **Ray V. Jensey** and **L. O. Austin** through purchase of stock from **Robert F. Pool III** and **R. F. Pool Jr.**

**WELM Elmira, N. Y.**—Granted acquisition of positive control by **John S. Riggs** through purchase of stock from **Edwin D. Lonie.**

**WWJ-TV** (aux. ant.) **Detroit, Mich.**—Granted extension of completion date to July 11.

**Actions of May 2**

**WRON Ronceverte, W. Va.**—Granted authority to sign-off 7:00 p.m. nightly for period of six months, except for special events.

Following stations were granted renewal of license:

**WAYX Waycross, Ga.; WBRC-TV** (main and aux. trans. & ant.) **Birmingham, Ala.; WEZB Homewood, Ala.; WGIG Brunswick, Ga.; WPNX Phenix City, Ala., Columbus, Ga.; KOTN Pine Bluff, Ark.; KPLC Lake Charles, La.; KREH Oakdale, La.; KSLO Opelousas, La.; KTSH Little Rock, Ark.; KTIB Thibodaux, La.; KVCL Winnfield, La.; KVPI Ville Platte, La.; KVSA McGehee, Ark.; KWAK Stuttgart, Ark.; KWHN Ft. Smith, Ark.; KWKH KWKH-FM, Shreveport, La.; KWRF Warren, Ark.; KXJK & aux. Forrest City, Ark.; KXRJ Russellville, Ark.; WABG Greenwood, Miss.; WABO Waynesboro, Miss.; WACR Columbus, Miss.; WAIL Baton Rouge, La.; WAML Laurel, Miss.; WCBI Columbus, Miss.; WCMA Corinth, Miss.; WELO Tupelo, Miss.; WHOC Philadelphia, Miss.; WHSY Hattiesburg, Miss.; WHXY Bogalusa, La.; WIKC Bogalusa, La.; WJMB Brookhaven, Miss.; WJPR Greenville, Miss.; WROA Gulfport, Miss.; KAMS (FM) Mammoth Spring, Ark.; WBRL (FM) Baton Rouge, La.; KAMO Rogers, Ark.; KANE New Iberia, La.; KAOK Lake Charles, La.; KBHS Hot Springs, Ark.; KBOK Malvern, Ark.; KBTM & KBTM-FM Jonesboro, Ark.; KCIL Houma, La.; KCLA Pine Bluff, Ark.; KDLA DeRidder, La.; KDMS El Dorado, Ark.; KELD El Dorado, Ark.; KENA Mena, Ark.; KENT Shreveport, La.; KEUN Eunice, La.; KFFA Helena, Ark.; KFSA Fort Smith, Ark.; KHOG Fayetteville, Ark.; KLFT Golden Meadow, La.; KLUE Shreveport, La.; KLYR Clarksville, Ark.; KNBY Newport, Ark.; KNEA Jonesboro, Ark.; KNLR North Little Rock, Ark.; KNOC Natchitoches, La.; KOKA Shreveport, La.; KOKY Little Rock, Ark.; KOSE Osceola, Ark.; KOSY Texarkana, Ark.**

## UPCOMING

**May**

May 19-20: Illinois Broadcasters Assn., of Springfield.

May 19-21: National Retail Merchants Assn., sales promotion division, national convention, Palmer House, Chicago.

May 20: Wisconsin Broadcasters Assn., Plankinton Hotel, Milwaukee.

**May 21-23: Pennsylvania Broadcasters Assn., Galen Hall, Wernersville.**

May 22: New Jersey Broadcasters Assn., spring management meeting, Fairleigh Dickinson U. campus.

May 22: Magnetic Recording Industry Assn., distribution congress, Conrad Hilton Hotel, Chicago.

May 23: Connecticut Broadcasters Assn., Waverly Inn, Cheshire.

May 24: Florida UP Broadcasters-Telecasters Assn., Silver Springs.

**May 26-28: American Management Assn., annual packaging conference, Hotel Statler, New York.**

May 26-28: Conference on Educational Tv and Related Media, Department of Health, Education and Welfare, Washington.

**May 28-30: National Packaging Exposition, New York Coliseum, New York.**

May 28-29: Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.

**June**

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

June 4-6: Armed Forces Communications and Electronics Assn. Exhibit, Sheraton Park Hotel, Washington, D. C.

**June 5-7: Western Assn. of Broadcasters, Banff Springs, Hotel Banff, Alta.**

June 6-7: Colorado Broadcasters Assn., Hotel Antlers, Colorado Springs.

June 7: UP Broadcasters of Connecticut, Colonial House, Hamden.

**June 8-11: Advertising Federation of America, national convention, Statler-Hilton Hotel, Dallas.**

June 14: UP Broadcasters of Pennsylvania, Holiday Motor Hotel, Mechanicsburg.

# PEOPLE

**A WEEKLY REPORT OF FATES AND FORTUNES**

## ADVERTISERS & AGENCIES

COMINOS

**JAMES G. COMINOS,** director of radio-tv department, Needham, Louis & Brorby, Chicago, promoted to v.p. in charge of all radio-tv operations. He recently was elected to membership in agency's board of directors. **SCOTT KEEK,** assistant director, succeeds Mr. Cominos as radio-tv director.

**BRUCE L. ALTMAN,** account supervisor, Anderson-McConnell, L. A., and **MERV OAKNER,** head of agency's retail food division, elected v.p.'s.

HORAN LISEC RICKEY

**THOMAS R. HORAN,** art director, Merritt Owens Adv., Kansas City, Kan.; **FRANK S. LISEC,** account executive, and **FRANK W. RICKEY,** radio-tv director, promoted to v.p.'s.

**GEORGE GORDON,** formerly with John Sutherland Productions, joins Le Ora Thompson Assoc., Hollywood, as v.p. and executive production manager.

**SAM GERSHUNY,** formerly owned marketing and merchandising consultant business in Chicago, joins McCann-Erickson, Chicago, as account executive. **CHARLES BLAKEMORE,** formerly with creative staff, Foote, Cone & Belding and Needham, Louis & Brorby, both Chicago, joins McC-E in same capacity.

**WILLIAM K. FOSTER,** Taylor-Norsworthy Agency, Dallas, to Ted Bates & Co., N. Y., as account executive.

**KENNETH N. BACON.** advertising and sales promotion manager, American Enka Corp. (Rayon-Nylon), and former Young & Rubicam account executive, to Anderson & Cairns, N. Y., as account executive, effective June 1.

**EDITH KRAMS WHALEY,** media buyer at Anderson-McConnell, L. A., has joined Stromberger, LaVene, McKenzie, L. A., in same capacity.

**FRANK E. CHEESEMAN JR.,** 49, v.p.-art, Erwin Wasey, Ruthrauff & Ryan, Chicago, died May 10 in Geneva, Ill.

**KARL GRUENER,** tv account executive and commercial producer with Guild, Bascom & Bonfigli, S. F., promoted to administrative head of agency's Hollywood tv staff.

**CORY D. CLARK JR.,** formerly with Compton Adv., L. A., as senior account supervisor, joins Star-Kist Foods Inc., Terminal Island, Calif., as advertising manager.

**PAUL LeMAY,** head of finished art studio, Kerker Peterson Hixon Hayes Inc., Minneapolis, takes on additional duties as radio and tv production chief.

**JAMES S. REIFSNYDER,** media department, Gray & Rogers, named director of that department.

**A. J. BREMNER,** v.p. and copy director, Foote, Cone & Belding, Chicago, appointed to newly-created position of creative director for agency's Chicago office. He also will become permanent member of agency's plans board.

## FILM

WEBSTER

**NICK WEBSTER,** director of Filmways Inc., N. Y., elected vice president of creative activity for Filmways, and **RICHARD R. SAGE,** unit manager, elected as secretary.

**ROBERT A. SCHMID,** vice president in charge of station relations for NTA Film Network, has resigned. Mr. Schmid, who recently acquired ownership of WESC Greenville, S. C., plans to devote himself to further station acquisitions and other business interests in allied fields. **LYNNE KRAUTHAMER,** director of station servicing for National Telefilm Assoc., N. Y., named to new post of director of film operations for NTA and its sub-divisions, NTA Film network and NTA Pictures.

**PHIL COOPER,** westcoast television producer-distributor, joins Atlantic Television Corp., N. Y., as western sales executive, with headquarters in Hollywood. He will represent Atlantic in 11 western states, Hawaii and Alaska.

**ROBERT HART,** chief of studio construction for Transfilm Inc., N. Y., producer of tv film commercials and industrial motion pictures, appointed technical supervisor of company.

**JOHN BUSHELMAN,** film editor of Bel-Air Productions, Hollywood, to Jurato Productions, Hollywood.

**ROBERT MOONEY,** southeastern sales executive for C & C Corp., and **ROBERT MONTGOMERY,** Associated Artists Productions, to Guild Films, as members of sales staff. Mr. Mooney will work in New York office and Mr. Montgomery in Dallas area.

## NETWORKS

**ROBERT D. DAUBENSPECK,** manager of research


ALLEN KANDER
AND COMPANY

NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
RAndolph 6-6760

DENVER
1700 Broadway
AComa 2-3623

services, NBC Radio, N. Y., appointed manager of sales development and presentations in television sales, NBC Central Div.

**MARY KAY MURPHY,** assistant manager of literary rights division of ABC, promoted to manager of division.

**FRANK JORDAN,** formerly overnight editor with NBC News, N. Y., appointed assistant director of NBC Central Div. News Dept., Chicago.

**CLAIRE MANN,** radio-tv personality in N. Y., appointed director of women's activities for Concert Network, interstate fm network consisting of WNGN-FM New York, WBCN-FM Boston, WHCN-FM Hartford, Conn., and WXCN-FM Providence, R. I.

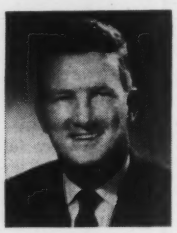
## STATIONS

**W. R. LITTLE,** secretary-treasurer of Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington), resigns, effective June 1, after serving in that capacity for 20 years. He also retires as comptroller of *Washington Evening Star*, parent corporation, and plans to move to Florida. **FRED S. HOUWINK,** general manager of WMAL-AM-FM-TV, elected to fill vacancy on company board. Other elections include **JOHN H. KAUFFMANN,** treasurer; **WILLMOTT LEWIS JR.,** secretary; **RICHARD STAKES,** assistant treasurer. **THEODORE N. McDOWELL,** program director of WMAL-TV, is assistant secretary.

STRAUS

**R. PETER STRAUS,** program director WMCA New York, to v.p. in charge of programming. Prior to joining station this spring, Mr. Straus was director of Washington branch, International Labor Office.

**SOL RADOFF,** public relations director and account executive, WMIL Milwaukee, and **OLIVER W. WEST,** account executive, promoted to executive v.p. and sales manager, respectively.



FILES

**ALBERT J. FILES,** sales manager, WCAW Charleston, W. Va., named general manager. Mr. Files joined WCAW in 1950 as announcer and became sales manager in 1957.

**JOHN I. HYATT,** general sales manager, KTVI (TV) St. Louis, has resigned. Mr. Hyatt has not announced his future plans.

**CLAUDE E. WHEELER,** with WCHS Charleston, W. Va., sales staff since 1951, has been appointed general sales manager of WCHS-TV.

**WARREN SAUNDERS,** assistant manager, KTIX Seattle, Wash., promoted to station manager. **ED LYTLE,** KTIX manager, moves to KALI Pasadena, Calif., in line with Tele-Broadcasters' expansion of its Spanish language radio activities.

**G. MAX KIMBREL** promoted from regional sales representative to station manager of WGTO Haines City (Cypress Gardens), Fla., Florida Broadcasting Div. of KSTP Inc.

**JERRY FRIEDMAN,** formerly account executive, KYA San Francisco, joins KOBY San Francisco as sales manager.

**DICK OSBURN,** radio salesman, joins KJIM Fort Worth, Tex., as sales manager.

**TONY KRAEMER,** formerly advertising and promotion manager of WRCA-AM-TV New York, joins Crosley Broadcasting Corp. as sales development director. He replaces **ANNE HETFIELD,** recently resigned because of illness.

## PATRON OF THE ARTS

Wesley I. Dumm, president of KXA Seattle and gem connoisseur, has presented a carved black star sapphire, one of the world's largest, to the Pasadena, Calif., Art Museum for its permanent collection. The gem, worth $60,000 in its original state and now considered priceless, was carved into a madonna and child, surmounted by the stone's star, by sculptor Harry Derian. Mr. Dumm acquired "The Madonna of the Star" from the Kazanjian (Harry G. and James M.) Foundation, Los Angeles, for a "substantial" contribution. The stone weighed 1,100 carats before carving and 545 after Mr. Derian finished.

MAMAS

**GEORGE W. MAMAS,** WCUE Akron, Ohio, promoted to local sales manager. Mr. Mamas joined WCUE sales staff in 1955 and before that was branch store advertising manager for M. O. Neil store (May Co.) and account executive with Akron station.

**JACK DECKER,** operations manager and chief copywriter, WVET Rochester, N. Y., named program director, succeeding **PAUL C. LOUTHER,** recently named station manager.

**RON JUERGENSEN (DOUGLAS),** formerly with KBKC Mission, Kan., as announcer, joins KLWN Lawrence, Kan., as program director.

SHARTON

**WILLIAM SHARTON,** general manager, KIOA Des Moines, Iowa, named director of national sales for Public Radio Corp. (KIOA and KAKC Tulsa), and **RAY CARNAY,** KIOA mobile news units director, promoted to director of public relations for station.

**HORACE LOGAN,** formerly chief announcer-program director, KWKH Shreveport, La., joins KCUL Dallas, as program director.

**NAT ALBRIGHT,** Dodgers sportscaster, named director of sporting events for WINX Rockville, Md.

**JACK F. JOYNER,** formerly with WBIR and WNOX Knoxville, Tenn., joins WSIX-AM-TV Nashville as news director.

**CHARLES H. (HANK) POINTEL,** WSJS Winston-Salem, N. C., named news supervisor of WSJS-AM-TV.

**BOB RUNYON,** news director, WKHM Jackson, Miss., joins WKMH Dearborn, Mich., in same capacity.

**JOE KLAAS,** executive manager, KCSB San Bernardino, Calif., joins KITO San Bernardino as director of merchandising and national sales.

**JAMES K. WILSON,** formerly with Campbell-Mithun, Minneapolis, joins WCCO Minneapolis as account executive.

**W. E. (BILL) MADDOX,** sales staff, Universal Film Exchange, Oklahoma City, joins KWTV (TV) Oklahoma City as salesman.

**KENNETH E. CONWAY,** announcer-newsman, joins WHTN-TV Huntington, W. Va., news photography staff of station's Charleston studios.

**JOHNNY WALKER,** radio personality, joins WEJL Scranton, Pa., announcing staff.

**DICK HAYNES,** d.j., KLAC Los Angeles, joins KXLA Pasadena, Calif., effective June 2.

**WINNIE AHRNS,** WGAF Valdosta, Ga., and **DICK BROWN,** WRAD Radford, Va., join WBLU Salem, Va.

**CARL E. GEORGE,** v.p. and general manager of WGAR Cleveland, named group chairman of Greater Cleveland's United Appeal.

**W. FRANK HARDEN,** managing director, WIS Columbia, S. C., elected v.p. of local sales Executive Club.

**F. C. (MIKE) STRAWN,** director of promotion and publicity for KCMO Kansas City, Mo., elected president of local Press Club

**PATTI SEARIGHT,** program director, WTOP Washington, elected second v.p. of local Women's Advertising Club.

**LOUIS J. LINK,** 55, chief engineer, WSUN-AM-TV St. Petersburg, Fla., died May 11 following brief illness.

## REPRESENTATIVES

**CYRUS N. OSTRUP JR.,** most recently with MCA-TV, joins McGavren-Quinn Co., L. A., as account executive.

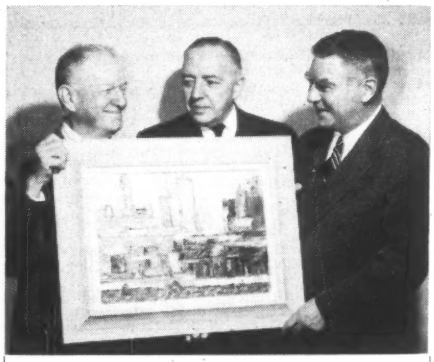
## MANUFACTURING

**CURTIS W. SYMONDS,** formerly with Raytheon Mfg. Co., Newton, Mass., in accounting supervisory post, to Sylvania Electric Products Inc.'s semiconductor division, Woburn, Mass., as controller.

**DR. WILLIAM H. DUERIG,** formerly manager of engineering research and development division, Electro-Mechanical Research Inc., appointed v.p. for engineering and research at Midwestern Instruments Inc. (including Magnecord Div.), Chicago.

SCHECTER

**HARRY SCHECTER,** formerly general manager of Motorola division of Warren-Connolly Inc., N. Y., named general manager of Zenith Radio Corp., of N. Y. He assumes full charge of Zenith's wholly-owned subsidiary which, from headquarters in N. Y., handles distribution of Zenith products in greater N. Y. metropolitan area, L. I. and four counties in upper N. Y. state. **ROBERT L. ANDERSON,** formerly director of market research for home products division of Rheem Mfg. Co., joins Zenith Radio Corp. as manager of company's



**INDUSTRY COMMISSION:** Richard C. Grahl (l), radio-tv timebuyer, William Esty agency, New York, presents his own oil painting made especially for Venard, Rintoul & McConnell, New York, station representative, to two of the partners, Jim McConnell (c) and Steve Rintoul. The picture will be hung in the reception room of the firm's new offices. Painted discreetly on the work is a street with Venard's saloon, McConnell's palm reading parlor and Rintoul's laundry.

**SALES TALENT** at WPEN Philadelphia is being backed up with a new policy of putting local salesmen under contract for three years, as announced by William B. Caskey (2nd from r), WPEN executive vice president. With him (l to r): Erwin Rosner, general sales manager; Clayton S. Staley, Jules Corotis, and Edward F. Callahan, all of local sales. Local salesmen have been put under contract "to guarantee advertisers the best in service after the sale," Mr. Caskey explains, adding that service to accounts is a WPEN trademark. Members of the local sales corps have been with the station from two to five years.

market research and sales statistics department. **ARTHUR A. CURRIE,** formerly merchandising manager of tv division, Westinghouse Electric Corp., joins Zenith as district sales representative for Charlotte and Raleigh, both North Carolina; Knoxville, Tenn.; Norfolk, Va., and Columbia, S. C.

**JOHN T. THOMPSON,** presently manager of distributor sales for GE's electronic components division, to Raytheon Mfg. Co. as manager of newly-formed distributor products division June 1.

**ERNEST MORTENSEN,** manager of Packard-Bell's Albuquerque, N. M., office named manager of new regional sales headquarters established in Dallas.

## PROFESSIONAL SERVICES

**G. WARREN CARHART,** midwest district manager, Standard Rate & Data Service, to Allen Kander & Co., station-newspaper broker, as head of Chicago office.

**WAYNE WILLE,** formerly manager of tv press information CBS, Chicago (WBBM-TV), to account executive staff of Aaron D. Cushman & Assoc., Chicago public relations firm.

**LOU SIEGEL,** resigns from Frank Cooper Assoc., talent agency, to devote his activities to tv production.

## TRADE ASSNS.

**AUGUST NELSON** has been named v.p. in charge of relations activities for American Assn. of Advertising Agencies, succeeding **RICK SCHEIDKER,** recently named senior v.p. and transferred from relations activities to region, council and membership.

**J. PAUL SCURLOCK,** Bell Telephone Co., elected president of Pittsburgh Radio & Tv Club for 1958-59. He succeeds **BILL KELLEY,** KDKA-TV Pittsburgh, who becomes director. **LES STERNE** of Smith, Taylor & Jenkins is new first v.p. Other officers include **SID BERLIN,** WWSW, second v.p., **M. J. (DUTCH) ALTENBAUGH,** Bell Telephone Co., third v.p.; **DOROTHEA PEFFERMAN,** Joseph Horne Co., secretary; **ELEANOR M. SMITH,** Friedman & Rich, treasurer; **MAX REILLY,** KDKA-TV, director; **ALICE JOHNSON,** WCAE director; **BILL MORRISSEY,** Ketchum, MacLeod & Grove, director, and directors whose terms have another year to run are **STEVE ROONEY,** WAMP; **CY ACKERMAN,** WTRF-TV, and **JAY REICH,** Jay Reich Adv.

**LOUIS BENITO,** Tampa (Fla.) advertising agency president, elected to governor of fourth district Advertising Federation of America. **H. NEEDHAM SMITH,** sales manager, WTRF-TV Wheeling, W. Va., has been elected governor of fifth district of AFA, succeeding **SYDNEY E. COWLIN,** Eaton Mfg. Co., Cleveland. Mr. Cowlin was named district board chairman.

**M. A. J. (TIM) HEALY,** member of Production Code Administration staff, Motion Picture Assn. of America, named Hollywood director of Advertising Code Administration, succeeding **SIMMON LEVY,** who has retired after 25 years in that post.

**FREELON M. FOWLER,** manager of public relations programming, ABC-TV, appointed public relations director for Institute of High Fidelity Mfrs., N. Y.

## PERSONNEL RELATIONS

**SEYMOUR BERNS,** director of CBS-TV's *Shower of Stars* and *Red Skelton Show,* was elected president of Radio & Television Directors Guild, L. A., succeeding **JACK DONOHUE. WILLIAM A. BENNINGTON** was elected vice president; **TOM BELCHER,** secretary; **MISS MAURY ORR,** treasurer. New council members are **BOB BANNER, JOHN FRANKENHEIMER, BUSS KULIK, PAUL NICKELL** and **ALAN YORKIN.** Continuing for another year as councilmen are **SAM GARY, BOB HENRY, LEONARD HORN.**

## INTERNATIONAL

**CHARLES M. TIERNEY** promoted to general sales manager and promotion manager of CKVR-TV Barrie, Ont., with **RICHARD CUTLER** as regional sales supervisor. **EDWARD DELANEY** to regional sales manager of CKVR-TV and CKBB Barrie, and **ERIC JACKSON** as sales supervisor of CKBB.

**ARTHUR P. FITZGIBBONS,** station and sales manager, CKMI-TV Quebec City, Que., named director of operations for CFCM-TV and CKMI-TV Quebec City.

**FRITZ SHARP,** reporter of *Kirkland Lake* (Ont.) *Northern Daily News* to news department of CHEX Peterborough, Ont.


another hit

*in Washington, D. C.*
the top station from
noon to 10 p.m. Monday
through Friday . . . without
a hint of loading ratings . . . is

wmal-tv abc

**SHARE OF AUDIENCE**

| | noon to 10 p.m. Monday-Friday | when all 4 stations compete Sunday-Saturday |
|---|---|---|
| WMAL-TV | 31.7% | 28.9% |
| Station 2 | 29.3% | 31.3% |
| Station 3 | 24.7% | 28.7% |
| Station 4 | 13.9% | 11.1% |

ARB/April 8-14, 1958
*represented by H-R Television, Inc.*

The nation's highest audience-rated Negro group

WOKJ JACKSON
KOKY LITTLE ROCK
KOKA SHREVEPORT
BIRMINGHAM

The McLendon EBONY Stations
Represented by John E. Pearson

Where else in this whole country will you find *satellite* markets that total 33% richer and 50% bigger than the metropolitan trading zone itself? Or *a universe* that has such a big, rich central market and such *important* satellite markets?

*where else . . .*

—does a central market exert such an economic pull on *so many* specific areas that are retail trading centers in their own right?

—do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!

—can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

*only here*—in Indianapolis on WFBM-TV—can you buy more honest market penetration, more consumer influence, for *fewer* dollars expended than anywhere else. *Now* it will pay you to take another, longer, *better look! We are proud of our current ARB.*

*The Nation's 13th Television Market*

. . . with the only basic NBC coverage of 750,000 TV set owning families.

*Indianapolis itself*—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with* 90% *television ownership!*

*12 Satellites*—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Richmond • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the **KATZ** Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

## MONDAY MEMO

*from* **R. DAVID KIMBLE,** *senior account executive for NBC, Grey Adv.*

# Tv, newspapers and tune-in ads: The competitors need each other

*Advertising Age* recently headlined, "If Daily Hits Tv Show, Pull Ads, Gardner Says," and went on to quote syndicated columnist Hy Gardner as stating, "If I had a show which was being lambasted with great glee and regularity by a newspaper's television critic . . . I'd yank my ads for that show out of that paper quicker than you can drop an option."

The same week, under the heading "Do-It-Yourself," *Editor & Publisher* editorialized approvingly on a "help-stamp-out-tv" telephone "survey" conducted by Ernest A. Doepke Jr. of the *Harrisburg* (Pa.) *Patriot-News,* in which Mr. Doepke determined that "only 147 or 30%" of the 474 Harrisburg citizens called were tuned in to the President's missile message on tv.

I'm afraid Mr. Doepke and *E&P* are spitting into a hurricane, and Hy Gardner had better move his glasses down and take another look around.

The double-barreled truth is: (1) No successful television operation can realize optimum audiences for many of its programs without the use of newspaper tune-in advertising; (2) no newspaper "anti-tv" effort can stop the fantastic and continuing surge of television . . . and newspapers may as well take the age-old advice and "relax and enjoy it." Ironically enough, tune-in advertising billings from television stations, networks and sponsors this year may well spell the difference between total linage gain and loss for many newspapers.

First, a look at tune-in advertising for broadcasters. It rates second only to on-the-air promotion in the judgment of most professional broadcast promotion men. And most sponsors and their agencies agree. You just can't ignore 57,805,445 tv log pages a day, distributed to the viewers of America by some 1,750 daily newspapers.

Furthermore, these log pages are read by more than 50 million people a day, making them one of the best-read sections of the newspaper—better than most general news pages, the women's section, the amusement pages, any page in the sports section except page one, or even the obituaries.

More important, of course, is the attention accorded the program tune-in ads themselves. Television program ads, whether placed by the broadcaster or the sponsor, are better read than any other category of national display advertising. Better than one out of four men newspaper readers, and one out of three women readers, look at the average 400-line tune-in ad. That's a mighty sweet ratio going for you.

Most important of all is whether all this can cause the dials to click on for you. This is the multi-million dollar question. Nobody knows for sure, but this much we do know: few regular television programs (or "specials" for that matter) have ever really gotten off the ground without the use of at least some newspaper advertising. Possibly this is true because with the stakes as high as they are, few broadcasters and/or sponsors care to take the risk of not using newspaper log page ads.

### CAN'T SAVE A TURKEY

Certainly, no amount of newspaper or any other kind of advertising can draw viewers back to a real turkey which they've sampled and turned away from. On the other hand, there are numerous instances where well-planned newspaper advertising (integrated with equally well-planned on-the-air and other promotion) has had a reasonably traceable effect upon ratings. Among the "specials" which could be cited from our own experience are *Jack & The Beanstalk, Annie Get Your Gun,* the Jerry Lewis shows and the *Shirley Temple Storybook* series. And among the regular NBC programs, certainly a portion of the success of such varied hits as *Wagon Train, Perry Como, The Price Is Right, Steve Allen, Restless Gun* and *Polly Bergen* could be attributed to the strong newspaper advertising support NBC has given them.

It is undoubtedly true, of course, that some tune-in advertising is wasted, with little or no effect upon the viewer's actions. To which dilemma we can only take consolation from John Wanamaker's droll admission, "I know half of my advertising is wasted; the only trouble is that I don't know which half."

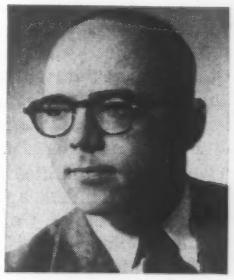
Now, let's take a look at what the newspapers are getting out of this.

Last year $17,987,000 was invested in newspaper advertising to promote tune-in to network and local television and radio programs. This is more money than 51 out of the 65 categories (measured by Media Records) put into newspaper advertising—bigger than agriculture, amusements, tires, confections, coffee and tea, soft drinks, hotels and resorts, furniture and furnishings, insurance, cigars, dentifrices, toilet soaps, railroads and many other supposedly more important businesses.

Furthermore, this radio and television tune-in dollar volume was up 25.3% over 1956—$3,635,000, the greatest dollar volume increase of any type of business. In just five years, newspaper advertising linage placed by stations, networks and sponsors has more than doubled—from 14,345,125 lines in 1952 to 31,119,665 in 1957—and may double again within the next five years . . . resulting, ironically, in newspapers' biggest competitor ranking among their half-dozen biggest clients. Tune-in advertising represents possibly the biggest single linage opportunity of the year.

But opportunity knocks most often at doors that seem most inviting, and many newspapers would do well to issue a few invitations. Such as applying local line rates to local station tune-in advertising. And for the network and the national sponsor (and other national advertisers, for that matter) volume and frequency discounts like those the local advertiser earns. And, with the increasing importance of color tv programming, the planned and regular use of ROP color on the television log page.

Television and newspapers are indisputably competitive—for the public's time and for the advertiser's dollar. At the same time, they need each other—today more than ever before. So come out fightin' fellas . . . but let's lace each other's gloves.



*R. David Kimble, senior account executive for NBC, Grey Adv., N. Y. Schooling: Knox College and Chicago Theological Seminary. Began writing promotion for NBC Central Div. in 1946. Switched to WBBM Chicago in 1950 as promotion director. Joined Radio Advertising Bureau in 1952 as national promotion director, moving to New York. Joined Grey in 1956. Member of Sales Executives Club, Radio-Television Executives Society, Broadcasters Promotion Assn. While at WBBM, eliminated competing promotion manager at WIND by marrying her. Keeps her hopelessly out of competition with four children in Crestwood, N. Y.*

## Film Frenzy

THE news out of the television network programming departments inspires a whimsical suspicion that the NTA Film Network is in for some stout competition this fall—from the live networks.

They're cutting back on live and adding film. On the basis of current planning it is safe to say that, taking all the networks together, regularly scheduled nighttime programming in the 1958-59 season will have the highest film quotient since television grew up.

*Kraft Television Theatre, Studio One* and a number of other long-time live programs will be gone, replaced entirely or in part by film entries. Only at ABC-TV is there a clear likelihood that film usage will not increase, but already ABC-TV uses film much more freely than CBS-TV or NBC-TV.

This is not to belittle films. The substantial percentage of time devoted to these programs is in itself proof enough of their importance. Without them, networks and stations would be painfully beset, and audiences the poorer.

Yet there is reason to regret the trend, if that is what it is. For with the passing of the *Studio Ones* and the *Kraft Theatres* the area for experimentation and development is narrowed. If it is a trend, and if it continues, there is a danger that uninventiveness, a sort of program *rigor mortis,* will set in—not from the films themselves but from the fact that experimentation has been restricted.

Films, however high their value to the program structure, have never been noted as a medium for experimentation. To live and be lively, television must make sure that it sets aside time in which to try the new and different. Out of experimentation come the program hits of the future, the further development of television; eliminate it and mediocrity necessarily follows.

## Oversight Derailed Again

INSTEAD of getting "back on the track," the House Oversight Committee has been derailed again. It has been agitated into resuming an investigation of purported influence-peddling in contested television cases when its stated objective was to determine whether administrative agencies were following the congressional intent.

How was the committee goaded into resumption of the investigation of individual television cases? Probably by published reports attributed to Rep. Moulder (D-Mo.), former chairman of the embattled subcommittee, that the present chairman, Oren Harris (D-Ark.), was trying to kill the inquiry and sweep the misconduct allegations under the rug.

We do not question the right of the subcommittee to examine television licensing, case by case. But if it devotes its energies to that, and follows through on complaints made by every disgruntled applicant, it is undertaking a job that could run 10 years. It will be duplicating the functions of the FCC and, indeed, of the courts, to which most of the aggrieved go anyway. Besides, a Federal grand jury is already inquiring into alleged improprieties.

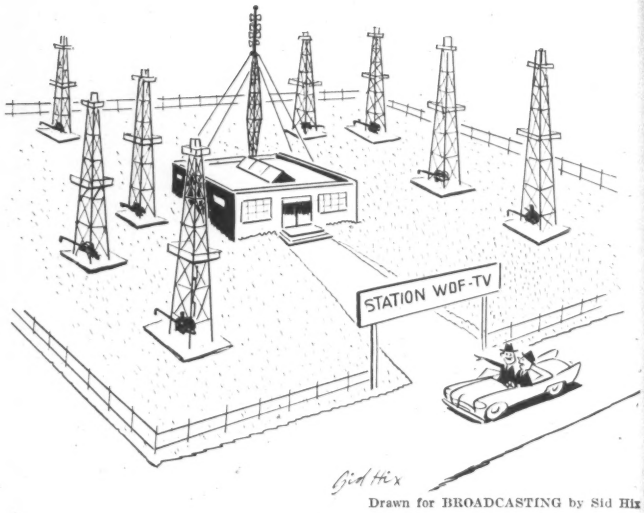
The only surcease members of the FCC have had from the congressional strafing came at the NAB convention in Los Angeles. There they received a vote of confidence from the nation's broadcasters, and the encouragement they sorely needed. It wouldn't surprise us to hear certain Oversight Committeemen criticize FCC members for attending that convention on grounds of "fraternizing."

NAB President Harold E. Fellows must have anticipated this, because in his forthright annual address, he thanked the FCC members for attending and said he thought it "proper that they should be here." He paid tribute to them for their contributions, and those of their predecessors, to the development of America's free broadcasting. It was the right note, perfectly timed.

The charge of fraternizing is clap-trap. Most members of Congress know this because there is no greater body of fraternizers, including a good measure of freeloaders, than in Congress.

The Oversight Committee has a useful mandate. That is in overseeing the independent agencies and determining whether they are following the will of Congress. So far, under the chairmanship of both Moulder and Harris, this has been sidetracked into the areas that make headlines but not legislation.

Isn't it time for the House leadership to step in? It should insist that the subcommittee proceed under its specific mandate. The alternative would be to cut off its appropriation.




Drawn for BROADCASTING by Sid Hix

*"I hear it's one of the few uhf stations that's actually making a profit."*

## Chicago Could Be Worse

FOR the first time, NAB's annual convention can be viewed in retrospect with the aid of factual analysis as well as from social and commercial aspects. A serious and professional effort to find out what is good and what isn't so good about the convention was made by The Pulse Inc., on commission by BROADCASTING.

NAB's board will find support in the Pulse survey for its plan to limit future conventions to top ownership and management delegates. A majority—57%—of station delegates polled at the Los Angeles meeting voiced their approval of the board's decision to cut the convention down to top-brass proportions.

But the board will find food for reflection in the Pulse findings dealing with the annual equipment and station-service exposition. Here the sentiment is in sharp contradiction to the board's plan to allow equipment exhibits but to shut the doors to film, transcription, news, research and other service enterprises that regularly do business with radio and tv stations.

The Pulse surveyors, who interviewed 13.7% of all delegates registered April 28, found that only one out of five—19.5%—of station delegates are in favor of the board's relegation of service exhibitors to the circuit-riding schedule of eight autumn conferences, with 63.1% advocating that NAB retain its exhibition format.

Even if the board sticks to its freeze-out of service exhibitors, the policy may be partly frustrated by the expressed intention of many associate members to set up unofficial quarters at Chicago next year in non-convention hotels.

A fortnight ago at Los Angeles the main convention problem was the scattering of functions and delegates over the vast Los Angeles territory. It could happen again at Chicago if the desire of broadcasters to associate with their associate members is ignored.

## Caesar Lays Down His Scepter

AFTER 18 years as the self-perpetuating president of the American Federation of Musicians, James Caesar Petrillo has decided to mute his trumpet. He won't be a candidate to succeed himself next month.

Jimmy says he is not a sick man, but that he is "tired." Tired, no doubt, of the suit filed by the former members of Hollywood Local 47 seeking about $13 million in damages growing out of his "make-work" program; tired of the secession of members of Local 47 and the organization of a competitive union, to reap the rewards of their labors from film and other recording, and from reruns on tv.

There comes the end of the dynasty of every despot. Jimmy isn't waiting until he is deposed. It is to be hoped that his successor will have learned a lesson from Jimmy's turbulent reign, notably that made-work cannot legally control the economics of broadcasting.

In 1300 BC
smart women
wore nothing.

In 1958 AD
smart women
wear nothing but
what's advertised
on

CHANNEL 2

KPRC-TV
Houston

Design and Illustration reprinted through the courtesy of HANES HOSIERY, INC.

no schemes to worry about

JACK HARRIS, Vice President and General Manager • JACK McGREW, Station Manager • EDWARD PETRY & CO., National Representatives